

A Visionary in Biological Crop Protection

2026 AgriBusiness Global Visionary Award winner
Dr Mike Morris has dedicated more than 50 years
to pioneering sustainable agricultural solutions.



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Q1: How are you using technology to advance your company? How have you turned challenges into opportunities over the last decade?

Scaling up production of living organisms, like fungi and bacteria, to meet the global demand requires constant innovation, adaptation, and adoption of existing and new technologies. Each new organism added to the portfolio of products requires a whole new production system. This requires a team of researchers constantly working to improve and develop new production technologies.

To get a stable, viable, effective, easy-to-use living product to market that can be shipped and stored under relatively simple storage conditions with a minimum 2-year shelf life, requires a whole new science of harvesting, formulation and packaging. So far, in this field, the technology is far from perfect and needs a lot of innovative development. However, each improvement that we are making enhances the competitiveness of our products in the market.

Living, biological crop protection products are not always as simple to use as chemical pesticides. It is therefore important to educate farmers and distributors in the use of the products. Short videos and other digital resources showing pest life-cycles, the most susceptible stages to target, and that explain other factors affecting the product/pest interactions are highly effective tools.

Q2: What three trends are you noticing in the crop protection industry in 2026 that companies should be paying attention to? What two tips would you suggest in navigating these trends?

Continuing development of resistance to, and removal of chemical products from the market. Effective alternative products and strategies are needed.

There is a growing awareness of deteriorating soil conditions in some areas and the need to revitalize soils by improving their organic and microbial content. Part of the solution to this is the removal of products and practices responsible for this deterioration and their replacement with more environmentally friendly solutions.

Companies are starting to look at the use of RNA and other molecules to stimulate a plant's natural resistance mechanisms and other natural processes. We need to keep open minds, think broadly, and continue to investigate and use the natural processes already out there.



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*Healthy Food and Healthy
Environment, for all*