

# BACILLUS THURINGIENSIS EUROPEAN MARKET

STRATEGIES TO GROW YOUR BUSINESS

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***In this case study, a global biopesticides company engaged CPL Business Consultants to analyse the European market for Bacillus thuringiensis (Bt) and other biopesticides. CPL's comprehensive, insightful and fact-based report enabled the client to make well-informed business decisions as part of its overall growth strategy.***

Our report covered 16 major European markets and seven crop sectors for Bt, 7 target species for pheromones and 5 target groups for entomopathogenic nematodes. Additionally, CPL reviewed prospects for biofungicides in the European market. A basic outline of the report can be found below. Please note that this outline is redacted and does not fully reflect the comprehensive nature and full contents of CPL's report.

## **EUROPEAN BIOPESTICIDES**

### **Bacillus thuringiensis European Market**

- Market Summary
- *Bacillus thuringiensis* European Markets by Country e.g.
  - France
  - Germany
  - Italy
  - Netherlands
  - Spain
- *Bacillus thuringiensis* European Markets by Sector e.g.
  - Forestry
  - Grape Vine
  - Protected Vegetable Crops

### **Pheromone-Based Biopesticides European Market**

- Principles e.g.
  - Monitoring
  - Mass Trapping
  - Mating Disruption
- European Pheromone Use
  - Target Pests e.g.
    - Pink Bollworm
    - Codling Moth
    - Spruce Bark Beetle

### **Entomopathogenic Nematode Biopesticides European Market**

- Entomopathogenic Nematodes
- Nematode Products
- Target Pests e,g.
  - Fungus Gnats
  - Mushroom Flies
  - Slugs and Snails

## Biofungicides Prospects for Development and Use

- The Incentive
- Definition, Advantages and Disadvantages
- Biofungicides Mode of Action
- Types of Biofungicide
  - Bacteria Used Against Plant Disease e.g.
    - *Bacillus subtilis*
    - *Bacillus pumilis*
    - *Pseudomonads*
  - Fungi Used Against Plant Disease e.g.
    - *Streptomyces griseoviridis*
    - *Trichoderma spp.*
    - *Verticillium*
  - Yeasts e.g.
    - *Candida*
    - *Cryptococcus*
    - *Saccharomyces cerevisiae*
  - Attenuated or Hypovirulent Pathogens
  - Induced Resistance
  - Mycorrhizal Fungi

CPL has worked on the markets e.g. for [Bt in Asia](#) and [Bt in the Middle East](#). Additionally we have also for example, worked on biopesticides [business plans](#) and [acquisitions](#). You can find further examples of our work on [biopesticides on this site](#). Please look at our [PowerPoint Introduction](#) and [Brochure](#) describing deliverables and differentiators. You can also review [eight case studies](#).