Enter early for a chance to win! Submit your entry by Monday 1 May and you could win a free table upgrade at the event! Visit the Agrow Awards website for details.

Awards presentation and dinner
Monday 30 October
8 Northumberland, London

Entry guide
Welcome to the Agrow Awards

It is that time of the year again. Time to take stock of things done well in the past year. Time to sit back and feel good about the creativity that you helped infuse within your organisation. Time to proclaim your achievements to the world. Yes, it is time to apply for the Agrow Awards.

The Agrow Awards have achieved maturity as this year marks a decade of their existence. Initiated as a biennial event for the crop protection industry to showcase its achievements, industry feedback compelled us to convert them into an annual event from the second time onwards.

The event began to be viewed not just an opportunity to celebrate the industry’s accomplishments, but a great networking opportunity as well.

The maturity and appeal of the Awards are also reflected in the fact that they have moved from being viewed as a playing field for only the big-time players. The winners last year were quite diverse in terms of size and location.

The Agrow Awards have succeeded in fulfilling their basic purpose – providing a platform for companies to publicise their efforts to the global community and finding potential partners for innovative products, research and technology. **We declare the Agrow Awards 2017 open for entries.**

Sanjiv Rana
Editor in Chief

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- **Recognising success**
  Agrow is proud to lead the way in recognising and rewarding successes in crop protection through our Awards.

- **Why enter?**
  - **Be the best of the best**
    Agrow Awards are the global standard of success in crop protection
  - **Credibility sells**
    Winning this prestigious accolade is marketing that money can’t buy
  - **Master your sector**
    Our awards cover activities across the whole crop protection sector
  - **You don’t have to be big**
    You just have to be the best! In addition, the Agrow Awards are free to enter! You have done the hard work, now all you need to do is tell the independent Judging Panel.
The Agrow Awards categories for 2017

The Agrow Awards recognise excellence across the range of activities within the industry.

- Best R&D Pipeline
- Best Formulation Innovation
- Best Novel Agricultural Biotechnology
- Best New Biological Product
- Best New Crop Protection Product or Trait
- Best Application Technology Innovation
- Best Stewardship Programme
- Best Public Outreach Programme
- Best Industry Collaboration
- Best Marketing Campaign
- Best Packaging Innovation
- Best Company from an Emerging Region
- Best Supplier
- Best Supporting Role
- Best Manager with Strategic Vision
- Lifetime Achievement

Enter today at agrowawards.com
Deadline for entries Tuesday 18 July 2017

“The Agrow Awards have succeeded in fulfilling their basic purpose – providing a platform for companies to publicise their efforts to the global community and finding potential partners for innovative products, research and technology”
The Agrow Awards are independently judged. Judging will take place in August 2017. The Judging Panel is an independent group of senior industry experts from around the world – guaranteeing objectivity and credibility. Judges are carefully allocated categories based on their specialist knowledge, expertise and experience within the industry.

Once entries have been received and processed, they will be distributed to the relevant judges only in each category. There will be a minimum of three judges allocated to each category. The judges will use the published criteria against which to score the entry. They then submit their individual scores, which are collated before the finalists and, of course, the winners, are selected. A shortlist will be published; however, details of the winners will be embargoed and revealed only on the night of the awards ceremony itself.

The Chair of the Judging Panel reserves the right to cast any deciding vote, should the need arise. The judges’ decision is final and neither the organisers nor the Judging Panel will enter into any correspondence about the results.

Dr Alan Baylis
Chair, SCI’s BioResources Group

Dr Chris Richards
Chairman, Plant Health Care

Hervé Gauthier
CEO, Union Terres De France (UTDF)

Dr Jackie Bird
Former Editor, Agrow

Jim Bullock
Co-Founder, iForumlate

Matthew Cossey
CEO, CropLife Australia

Phil Smith
Publishing Director, Agrow

Pradip Dave
President, Pesticides Manufacturers and Formulators Association of India

Sanjiv Rana
Editor in Chief, Agrow - Chair of the Judging Panel

Shubao Sun
General Secretary, China Crop Protection Industry Association (CCPIA)

Dr SiangHee Tan
Executive Director, CropLife Asia
All entries received early (by 1 May 2017) will be included in a ballot for a chance to win a free table upgrade.

Who can enter
The Agrow Awards are open to any crop protection and production company, of any size, operating around the world and the individuals working for them, as well as companies that supply to the industry. There is no charge to enter. Deadline for entries is **Tuesday 18 July 2017**.

How to enter
- Select your category
- Complete the online entry form explaining in 1,000 words or less, why you or your company should be considered a winner this year. Please refer to the category criteria as a guide.

The rules
- All entries must be written in English
- Limit your entry to 1,000 words, unless a category specifies a different amount
- All entries must be accompanied by a 100 word synopsis of the entry as you would like it to appear on all publicity material (this is in addition to the 1,000 word entry)
- All entries must be submitted via our online entry system
- All entries must be based on activities undertaken since January 2016 to April 2017
- Answer each criteria under a separate heading, as specified in the category information
- Do not provide any supporting documentation, all information should be included within your 1,000 word entry
- Plan ahead to ensure it arrives in plenty of time so that, should it be incomplete, there will still be time to correct and re-submit it before the closing date.
- All entries will be treated as confidential although Agrow reserves the right to publish positive extracts from winning entries.

Nominations
Nominations may also come from third parties (individuals or companies) who feel a particular company or person should be considered for an award. In this instance, please provide contact details (email, telephone, name and company name) for the relevant company or individual and Agrow will endeavour to contact them to submit an entry.

How to nominate for the Lifetime Achievement Award
For this special award, candidates must be nominated by a third party.

The judges are looking for an exceptional individual with a consistent history of service above and beyond the call of duty throughout their career. Submissions for this award are by nomination only. The winning candidate may well be retired or semi-retired but still active in a mentoring/training capacity. All nominations must include:
- the name of the nominee
- the job title of the nominee (if applicable)
- the company name (if applicable)
- your contact details
- the contact details of the nominee and
- a précis of up to 500 words of why you think your nominee is worthy of receiving the Lifetime Achievement Award.

Multiple entries
Companies may enter more than one category, provided that each entry has been specifically written to address the relevant criteria and is accompanied by a separate 100 word synopsis

Confidentiality
Informa, organiser of the Agrow Awards, recognises and respects the sensitive nature of the information submitted in the entries. We ensure that this recognition is shared by our Judging Panel.

Entries are not disclosed or discussed outside the judging process. Once an entry is shortlisted, extracts from the entry summary only will be sourced for inclusion in the Agrow Awards ceremony and any subsequent editorial coverage.

Please ensure your entry summary contains no confidential or sensitive information. The Judging Panel for each award is selected to avoid any conflict of interest.
Agrow Awards 2017 categories

Best R&D Pipeline

This award is open to all crop protection companies actively undertaking research and development. It recognises the critical importance of research and development to the industry.

The winner will have what the judges deem to be the most promising batch of new active ingredients and/or crop protection biotechnology traits in R&D. They will be looking not just at the size of the pipeline, but also for quality, innovation and potential value. All active ingredients/traitst from the early research phases through to field development and registration, but not yet on the market at the time of entry, are eligible to be included in the pipeline. Entrants must detail any joint development or licensing agreements for any of these pipeline products.

Information required

- Name of entering company
- Name(s) of co-developing companies or organisations
- Please list the agrochemical active ingredients and agbiotech traits in the company’s pipeline by name or code number, giving their product category (herbicide, fungicide, insect resistant, herbicide tolerant, etc) and chemical class/mode of action as appropriate
- How does your pipeline represent a good mix of product candidates in terms of the following:
  - Development phase?
  - Spread of innovative and reduced-risk candidates?
  - Range of uses?
- Does the pipeline contain any new active ingredients/traitst that stand out as being particularly exciting prospects, and if so, why?
- What is the market potential of the pipeline?

Best Formulation Innovation

This award is open to all agrochemical manufacturing and formulating companies and formulation consultancies.

The award will recognise the most significant innovation in the formulation of agrochemical or biopesticide products. In this category, the judges will be looking for an innovation that, for instance, could lead to improved product efficacy through enhanced delivery or targeting, improved user safety, or reduced environmental impact.

Information required

- Name of entering company
- Name(s) of co-developing companies or organisations
- Description of the formulation innovation, explaining how it differs from existing formulations and what makes this development truly innovative
- Examples of the products for which it has been or will be used
- If the formulation has been launched commercially, give the date of the launch; if the formulation is still in development, give the anticipated commercial launch date
- An outline of the benefits of the new formulation in terms of product efficacy, improved user safety, or reduced environmental impact
- What is the potential market size of the new formulation?
**Best New Biological Product**

This award will go the best new crop protection product derived from a naturally occurring organism to be introduced since 1 January 2016.

Applicants should not describe the environmental and toxicological safety of their product as these characteristics are ‘a given’ in this category. The judges will be looking for a product that is not only effective but is formulated in a way that is acceptable to users and distributors and can forge a niche in a market dominated by synthetic chemicals.

The judges are not looking for products that just perform in the laboratory; they want to see biopesticides that work in the real world.

**Information required**

- Name of company
- Name(s) of any co-developing companies or organisations
- Name of the biological product
- Activity of the product
- What is significant about this product, eg:
  - innovative solution of a problem
  - trendsetting nature of the product
  - extraordinary commercial success
  - particular ease of use.

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**Best Novel Agricultural Biotechnology**

This award is open to all companies or organisations undertaking novel agricultural biotechnology research. This award is not a measure of commercial success but will recognise the most significant practical application of a novel biotechnology to the advancement of crop protection or agriculture.

The award is open to any agricultural biotechnology, including those that have been commercialised, are currently in development, or are in the early stages of research.

**Information required**

- Name of company/organisation
- Name(s) of any co-developing companies or organisations
- Name of the biotechnology
- Description of biotechnology, and give a practical example of how it has been (or will be) applied to agriculture or crop protection
- How the biotechnology is novel in terms of:
  - the crop plant or organism transformed
  - the activity resulting from that transformation
  - the method of transformation
- How this biotechnology represents a significant practical application of biotechnology to agriculture or crop protection
- What the market potential is for this agricultural biotechnology.
Agrow Awards 2017 categories

Best New Crop Protection Product or Trait

Open to all crop protection companies, the award will recognise the most important new crop protection active ingredient or trait launched since 1 January 2016.

The award is open to nominations for agrochemical, agbiotech and biopesticide products. The judges will be looking for a product that has demonstrated immediate commercial success, that has long term potential and that stands ahead of its competitors in terms of efficacy, environmental or user safety, and that has had a demonstrable effect on the ability of farmers and growers to protect their crops.

Information required

- Name of company
- Name(s) of any co-developing companies or organisations
- Name of the crop protection product Activity of the product
- What is significant about this product, eg
  - first commercial launch of a new active ingredient or trait
  - extraordinary commercial success
  - solved a previously unmet agricultural need, or greatly improved on an existing control method.

Best Application Technology Innovation

This award applies mainly to the development of agrochemical adjuvants used to improve the precision or safety of pesticide applications.

The types of technologies the judges have in mind are agents to reduce the off-target drift of foliar sprays or agents to reduce the amount of dust from seed treatments. The award is open to all agrochemical and adjuvant manufacturers and formulators.

Information required

- Name of entering company
- Name of co-developing companies or organisations
- Please describe the application technology innovation. Explain how it differs from existing technology and what makes this development truly innovative.
- Explain the benefits of the technology in improving the precision or safety of pesticide applications.
- Examples of the types of product the technology is designed to be used with
- If the technology has been launched commercially, give the date of the launch. If the technology is still in development, provide the anticipated commercial launch date.
Best Public Outreach Programme

Agrow's Best Public Outreach Programme Award is designed to recognise excellence in the communication of information on the benefits of agrochemical or agbiotech products.

This could include campaigns aimed at the user community or to the wider public. A campaign through any type of medium, such as print, television or internet, might be eligible for this Award.

Entrants must have played a central role in the development or implementation of a successful outreach programme since 1 January 2016. Potential winners could include industry associations, companies or individuals.

Information required
► Name of entering individual (and affiliation) or organisation
► Brief description of the outreach programme concerned
► When and where the programme was introduced
► How effective the programme was in achieving its aims
► What special activities this programme included to achieve its aims

If you believe that the entrant outreach programme is particularly outstanding, but the reasons for this are not covered by the criteria above, please give relevant details.

Best Stewardship Programme

Agrow's Best Stewardship Programme Award is designed to recognise an outstanding scheme for managing agrochemical or agbiotech products in the marketplace in a sustainable way. Stewardship can be described as a life-cycle approach to product management and can encompass a wide range of initiatives.

Examples include encouraging safe and responsible use, resistance management programmes and the disposal of containers and obsolete stocks.

Entrants must have played a central role in the development or implementation of a successful stewardship programme within the last three years. Potential winners could include industry associations, companies or individuals.

Information required
► Name of entering individual (and affiliation) or organisation
► Brief description of the stewardship programme concerned
► When and where the programme was introduced
► How extensive the programme is
► How innovative the programme is and what lifts it above similar initiatives
► What the benefits of the programme are.

If you believe that the entrant stewardship programme is particularly outstanding, but the reasons for this are not covered by the criteria above, please give relevant details.
Agrow Awards 2017 categories

▶ Best Industry Collaboration

This award recognises a successful partnership between two companies in the crop protection or plant biotechnology arena.

It could be an R&D collaboration, a licensing agreement, a joint venture, a manufacturing or formulation arrangement, or a sales, marketing or distribution deal. In fact, any form of collaboration between parties would be considered. Eligible partnerships must have been formed within the last two years.

To avoid duplication, either partner can enter but joint applications are also acceptable.

Information required

▶ The names of the collaborating companies
▶ The nature of the collaboration
▶ When it was formed
▶ What it has achieved or what it is expected to achieve.

▶ Best Marketing Campaign

This award is designed to recognise creative excellence in the marketing and advertising of crop protection products and/or services.

This could include social media campaigns, advertising campaigns, promotional marketing, sponsorship and/or design. They can be campaigns that used either a single or a range of combination of media, technologies and/or platforms. It can be a campaign through any medium such as online, on paper, in-store and/or event. The campaign must have been launched after 1 January 2016.

Information required

▶ Name of entering company or agency
▶ Description of the purpose of the campaign and the target group
▶ Mention the medium, the technology and the platform
▶ The date at which the campaign was launched and how successful it was in terms of ROI
▶ Did the campaign engage with its target audience? Did it initiate discussion, influence choices and behaviour, and/or increased awareness of the product, brand, or service
▶ How innovative the campaign was compared to previous campaigns
▶ Description of how the market reacted to the campaign.
**Best Stewardship Programme**

This award is aimed at innovations in the packaging of pesticides.

It is open to companies that supply pesticides in one-way or returnable packaging, producers of pesticide packaging, or organisations involved in packaging development.

The award seeks to recognise packaging improvements such as ease of handling and use, calibration, safety and environmental sustainability.

**Information required**

- Name of entering company or organisation Name(s) of co-developing companies or organisations
- Description of the packaging innovation, explaining how it differs from existing types of packaging and what makes the development truly innovative
- Examples of the products for which it has been or will be used
- An outline of the benefits of the new packaging in terms of efficiency, improved user safety or reduced environmental impact.

**Best Company from an Emerging Region**

This award will be presented to crop protection companies headquartered outside of North America, Western Europe and Japan.

It will recognise the companies in these regions that have made the greatest contribution to the crop protection industry.

The judges will be looking for excellent performance across a range of business activities since 1 January 2016. This could mean anything from growing sales and profits, to launching a new product, signing a significant new deal, or contributing to research and development in the crop protection sector.

**Information required**

- Name of entering company and country where it is headquartered
- What this company’s most significant achievement has been during the year
- Give details of what this company has achieved in terms of (if applicable):
  - signing important new deals
  - introducing new products onto the market
  - producing a promising new product pipeline
  - operational improvements, particularly after restructuring, or changing the focus of the business.
Agrow Awards 2017 categories

► **Best Supplier**

This award is open to all companies providing chemical supplies to the crop protection industry.

It will recognise the company that has contributed most to the global crop protection industry through the provision of custom manufacturing services, intermediate chemicals and finished active ingredients.

The award is open to all chemical manufacturing companies that offer supply services to the crop protection industry.

**Information required**

► Name of entering company

► What makes this company the best choice chemical supplier for the crop protection industry (eg customer service, speed of delivery, cost, quality, etc)

► Description of the range of chemical supply services provided, highlighting any special strengths or unique capabilities

► How this company delivered results that exceeded customer expectations.

► **Best Supporting Role**

Open to all companies offering services to the crop protection industry, the award will recognise the company that has contributed most to the global crop protection industry through the provision of support services.

The judges will be looking for a company that offers outstanding client support, excellence in service provision and a willingness to go the extra mile for its customers.

The award is open to contract research organisations, consultancies and other advisory bodies, market research companies, diagnostic equipment and other suppliers, packaging companies, legal companies, PR companies and additives suppliers.

**Information required**

► Name of entering company

► What makes this company the best choice service company partner for the crop protection industry

► Description of the range of services provided by this company, highlighting any special strengths or unique activities

► How this company delivered results that exceeded customer expectations.
Lifetime Achievement

The winner of the Lifetime Achievement Award will be an exceptional individual with a consistent history of service, above and beyond the call of duty, throughout his or her career.

This prestigious international award will go to someone who has had a distinguished career in the crop protection and production arena, primarily within industry, but who may also have held posts in government and non-governmental organisations, as well as academia. Nominees may be retired or semi-retired but will still be active in a mentoring/training capacity.

For this special award, candidates must be nominated by a third party. Entries must include the name of the nominee, his or her job title (if applicable) and the company name of the nominee (if applicable). The name and contact details of the nominator should also be supplied.

The nomination should outline in no more than 500 words what the nominee has accomplished during his or her career and say why he or she is worthy of the Agrow Award.

Nominations will then be reviewed by the Agrow panel of judges and the winner will be announced at the Awards ceremony on 30 October 2017.

Best Manager with Strategic Vision

This award is aimed at a manager who, through a strategic initiative conducted over the last year, was able to achieve some clearly identifiable targets.

The initiative could be in areas such as: successfully launching a new product; making successful inroads into a new market; turning around company performance in an existing market; or any similar initiative that resulted in a markedly positive impact in company fortunes.

The award will recognise initiatives made between January 1st 2016 and April 30th 2017.

Candidates must be nominated by a third party. Entries must include the name of the nominee, his or her job title and the company name of the nominee. The name and contact details of the nominator should also be supplied.

The nomination should outline in no more than 500 words what the nominee has accomplished. It should describe the results that were sought to be achieved, the initiatives undertaken and the results achieved.

Nominations will then be reviewed by the Agrow panel of judges and the winner will be announced at the Awards ceremony on 30 October 2017.
Frequently asked questions

All entries received early (by 1 May 2017) will be included in a ballot for a chance to win a free table upgrade.

How do I enter?
Ensure you have read the entry guidelines and category criteria. Decide which category/categories you wish to enter and prepare your entry off-line. Once you are ready, click ‘Enter Now’ which takes you through the entry stages; follow the on-screen instructions and submit your entry by clicking ‘Enter’.

How much does it cost to enter?
Entering the Agrow Awards is free of charge.

When is the entry deadline?
Entries are accepted up until Tuesday 18 July 2017.

I am not sure which category our entry would fit into?
If you are not sure which category your entry fits into, contact Nikki Handley at nikki.handley@informa.com for further assistance.

Can I enter the same submission into more than one category?
We encourage entries in more than one category per individual or company, where appropriate; please ensure to review the category criteria and tailor your entry accordingly.

I am a sponsor of the awards. Am I still able to enter?
Yes, you can enter the awards and we encourage this. However, you will be unable to enter the category you are sponsoring. But don’t worry, there are plenty of other categories.

How will I know whether my submission has been received?
All submissions will be acknowledged by an automated email once you have submitted your entry. Our awards team will also get in touch with you again shortly before the entry deadline. If you have any concerns please contact Nikki Handley at nikki.handley@informa.com

How do the judges select the winners?
The Agrow Awards are independently judged. Judging takes place in August 2017. The Judging Panel is an independent group of senior industry experts from around the world – guaranteeing objectivity and credibility. Judges are carefully allocated categories based on their specialist knowledge, expertise and experience within the industry.

Once entries have been received and processed, they will be distributed to the relevant judges only in each category. The judges will use the published criteria against which to score the entry. They then submit their individual scores, which are collated before the finalists and, of course, the winners, are selected. A shortlist will be published; however, details of the winners will be embargoed and revealed only on the night of the awards ceremony itself.

The Chair of the Judging Panel reserves the right to cast any deciding vote, should the need arise. The judges’ decision is final and neither the organisers nor the Judging Panel will enter into any correspondence about the results.

How will I know if my submission has been successful?
Following the judging, all companies and individuals will be notified by email. Finalists will be announced on our website agrowawards.com and in the Agrow marketing email. You will then be sent a finalist pack with ideas and tips on how to publicise your success.

What do I get if I win?
The Agrow Awards are highly regarded within the industry, winning an award marks you out as a leader in your field. In addition to your trophy and a certificate of recognition you will receive a winner’s pack which includes your awards winner logo, photos and ideas on how to publicise your success. You will also receive exposure and recognition through Agrow special supplement.

How can I ensure I’m at the ceremony for the networking?
It’s essential to book your place at the event. Please contact Ben Watkins on +44 (0)20 3377 3911 or at ben.watkins@informa.com for information.

Are there other ways I can get involved in the awards?
Yes, there are many sponsorship opportunities available. Please contact Ben Watkins on +44 (0)20 3377 3911 or at ben.watkins@informa.com
Enter today at agrowawards.com
Deadline for entries Tuesday 18 July 2017
Contacts

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