

Building a professional crop protection product sales force: Presentation and group discussion

Wednesday 6 September 2017



The industry

- **Where we come from**
 - Growth in products available
 - Different types of products available
- What is going to change?
 - New molecules
 - New types of products – growth in combinations and bio products
- New technology – GM seed, bio-tech



The industry

- **Clients**

- The farmer as the primary client
- Secondary clients
 - The consumer will dictate
 - That will effect all food chains – from production to the consumer, no matter where
- Every link in this chain is a client



The industry

- **Changes**

- Acquisitions and mergers
 - New technology
 - Crop protections systems
 - More information
- Farmers can only be served by companies investing big in new technology



The agricultural chemical agent

- Marketing and sales – know the product
- Know what the products are registered for
- Knowledge base
 - Crop production – up to date with new developments
 - Weeds, pests, diseases – Pre plant till post harvest
 - All other products to better the crop / harvest
- Know what all role players in the food chain need



Member agents

- Members 909
- Trainees 130
 - AVCASA qualification 42 – Overdue 88
- Full members 779

- Supplier companies 50
- Distributor companies 30



The future agent

- What is the source of new agents / technical and skilled workers?
- Universities / colleges
- Ex workers from other professions / occupations
- Levels of training / knowledge base
- Re-training



Accreditation

- Based on similar programmes in other industries
- SANS1606 Publication date – 27 Feb 2015
- AVCASA course – 2 year trainee
- Accumulation of training points – CPD
- Membership based on the number of points



CPD

Training requirements

Elements of the CPD development program

- Technical training: Crop, products, plant diseases, pests and weed specific training
- Training relevant to the business of the distributor
- Compulsory refreshment training in legal aspects regarding safety, health and environment
- CPD activities to broaden knowledge base
- Industry specific activities e.g. AVCASA congress



Database for Training

- Database hosted on the internet
- CPD User Guide: Distributor Users
- **Training programme (agenda of the meeting)**
- **Sessions presented at the training programme**
Topics presented at the training
- **Presenters information**
- **Attendance list**
- **Unstructured or Informal training**



Information for training session

- Training sessions - Specify what the training about is about
 - Crops covered
 - Pest covered in the topic - weed, insect or disease control
 - Specialist training
 - Bad examples – Product training, crop planning
- Cat 1: Technical training - Why is it important
 - Liability
 - Value adding
 - Responsibility – Production, control, environment, food safety
 - Protect the products at our disposal



Training

- Cat 3: Training
 - Responsible use – also farm level Stewardship, sustainability
 - Integrated pest management - IPM & resistance management
 - Handling and storage pesticides & Transport dangerous goods
 - Waste management
 - Managing pollinators
 - Claim handling procedure
- Topics industry wants the agent to know!



The future

- It is the Croplife Accreditation Programme to certify agents, complying with the CPD training requirements, as Certified Crop Advisers.
- Currently - Voluntary system
- Part of the Code of Conduct
 - Agent must be trained to sell a specific product
- It already forms the bases for Statutory requirements
Parallel with other industries
- It must be compulsory to be appropriately qualified and accredited
In an approved accreditation system



Web Links

CropLife SA

www.croplife.co.za

Agri-Intel Database

www.agri-intel.com

CropLife Africa Middle East

www.croplifeafrica.org

CropLife International

www.croplife.org



Resources

Agricultural Remedies Database



GPIC Toxicology Database April 2016

MANAGING THE FALL ARMY WORM (FAW) OUTBREAK IN SOUTH AFRICA

AVCASA Waste Management Programme

Obsolete Pesticides and Empty Pesticide Container Management

AVCASA Approved recyclers Nov 2016	View Here
AVCASA Guidelines for empty plastic pesticide containers Nov 2016	View Here
AVCASA Guidelines for obsolete pesticides Nov 2016	View Here
AVCASA Empty Plastic Pesticide Container Warning Nov 2016	View Here
AVCASA Requirements for plastic Recyclers Nov 2016	View Here

Please click below for the AVCASA Publications list

[AVCASA Publications](#)



Thank you

