

# Trécé and Syngenta Partner to Offer Chilean Growers New Pest-Management Solutions

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**Valdivia, Chile, October 2, 2018**—Trécé, a developer and manufacturer of insect monitoring and control systems, and Syngenta have entered a joint agreement to introduce new pest-management solutions in Chile to help farmers there control the European Grapevine Moth (EGVM).

Under the new agreement, Syngenta will introduce Trécé's CIDETRAK EGVM MESO, a novel mating-disruption product recently registered in Chile that is used along with judicious applications of insecticide to control the EVGM Moth (*Lobesia botrana*).

"We are very proud to be able to work with Syngenta to fight this destructive pest," said Bill Lingren, Trécé owner and founder. "This type of agreement is a key part of our efforts to work at ground zero to develop and implement new and better pest-management solutions for growers."

According to Syngenta's Chilean Commercial Head, Pedro Donoso, Syngenta also will introduce certain complementary Trécé PHEROCON insect-monitoring systems under the new agreement.

“Syngenta has developed a new monitoring system program called MIPNET, under which field technicians will use Trece’s PHEROCON monitoring systems (traps and lures) to detect a wide range of orchard and row crop pests,” Donoso said.

“MIPNET is an important component of this pest management program, which also will use CIDETRAK EGVM MES0 and a carefully timed and monitored application of insecticide,” said Cristian Arancibia, MIPNET Supervisor.

Eduardo Fuentes, a professor and researcher at the University of Talca, said he obtained excellent pest control in a season-long test of CIDETRAK EGVM MES0—a significant improvement over standard control methods.

“The European Grapevine Moth is a serious pest of vineyards and blueberries and can result in significant losses when using pesticide-only programs—and total destruction when no controls are applied,” Fuentes said.

The companies also will work together on additional large-scale testing programs. One program will include both solid and liquid dispensers of CIDETRAK control systems. Another testing program will focus on the spotted wing drosophila (SWD)—*drosophila suzukii*—a new invasive species that attacks cherries, blueberries, cane berries, strawberries, peaches, grapes and many other crops. SWD, a tiny fly, lays its eggs under the skin of ripening fruit, where larvae later hatch and destroy the fruit. Under this program, Fuentes will test novel Trécé technologies aimed at detecting and monitoring SWD.

Trécé also will make significant investments in other testing programs designed and directed by Fuentes and his team.

“This partnership will prove to be of great benefit to Chilean growers as new products are tested, registered and introduced in

the future,” Lingren said.

### ***About Syngenta***

Syngenta is a leading agriculture company helping to improve global food security by enabling millions of farmers to make better use of available resources. Through world class science and innovative crop solutions, our 28,000 people in over 90 countries are working to transform how crops are grown. We are committed to rescuing land from degradation, enhancing biodiversity and revitalizing rural communities.

### ***About Trece***

Trece is a leading producer of semiochemical-based products focused on customer needs, growing through profits derived from development, manufacturing and marketing of insect pheromone and kairomone-based products, which benefit food production and the environment while creating net economic welfare for our customers, company employees, local and global communities.

### ***Cautionary Statement Regarding Forward-Looking Statements***

*Some of the statements contained in this press release are forward-looking statements. These statements are based on current expectations, assumptions, estimates and projections, and involve known and unknown risks, uncertainties and other factors that may cause results, levels of activity, performance or achievements to be materially different from any forward-looking statements. These statements are generally identified by words or phrases such as “believe”, “anticipate”, “expect”, “intend”, “plan”, “will”, “may”, “should”, “estimate”, “predict”, “potential”, “continue” or the negative of such terms*

*or other similar expressions. If underlying assumptions prove inaccurate or unknown risks or uncertainties materialize, actual results and the timing of events may differ materially from the results and/or timing discussed in the forward-looking statements, and you should not place undue reliance on these statements. Syngenta disclaims any intent or obligation to update any forward-looking statements as a result of developments occurring after the period covered by this press release or otherwise.*

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# **Trécé to Participate in Leading Italian Pest Management Exhibition**

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*Three-City Event to Feature World's Leading Pest Control Manufacturers*

**ADAIR, OKLA.**—[Trécé Inc.](#), a leading American manufacturer of insect monitoring systems and pheromones, will showcase its products at Colkim Expo 2018, Italy's leading pest management and control trade show.

Colkim Expo 2018 will move among three major Italian commercial centers during the first week of October, beginning in Rome on Oct. 1, shifting to Bologna on Oct. 3, and finishing up in Milan on Oct. 5. Colkim is Italy's top provider of pest control products.

“Italy has a rich agricultural and horticultural history spanning thousands of years,” said Bill Lingren, Trécé owner and founder. “Trécé is pleased to help protect and preserve this legacy by providing the Italian market with products based on the latest scientific research.”

As a major sponsor of the event, Trécé will conduct seminars at each location to introduce users to its pheromone-based technology, as well as exhibit Trécé’s line of species-specific, pheromone-based products.

“Our participation in the previous Colkim Expo was an extremely productive enterprise,” Lingren said. “We continually incorporate the latest science into our product offerings, so we look forward to using this year’s event to re-engage with and update our existing Italian customers—and to educate and inform a new crop of users.”

Colkim is the exclusive Italian distributor for Trécé’s STORGARD product line, which provides early warning detection of insect infestations during storage, processing, transportation, warehousing and marketing of foods and other commodities.

**About Trécé Incorporated:** Trécé is a market-driven organization focused on customer needs, growing through development, manufacturing and marketing of insect pheromone and kairomone-based products, which benefit food production and the environment, while creating net economic welfare for its customers, company employees, local and global communities. The Trécé product catalog currently contains over 150 species-specific, pheromone and/or kairomone-based kits, attractants and lures, a full line of trap models designed for a wide variety of flying and crawling insect pests that attack growing agriculture and post-harvest stored ag crops. These products are marketed under two internationally respected brand names, PHEROCON® and

STORGARD®. Furthermore, Trécé created, registered and markets a line of insect control products under the brand name, CIDETRAK®, for orchard and vine crops and protection of post-harvest stored ag products in the commodity, food processing and retail segments of the industry.

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## **Lingren: Thriving on Collaborative Global Investment**

Source: [Journal Record](#)

It is common knowledge that there are a lot of opportunities for U.S. businesses to cultivate growth right here in the United States. But foreign markets can often hold the keys to even greater growth.

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## **International Scientific Workshop BMSB (Halyomorpha**

# halys) – Global Challenge International Experience for the Best Solutions

**Date: March 8th, 2018 in Tbilisi,  
Georgia.**

Venue: Expo Georgia, Pavilion # 3, 118 Tsereteli Ave. Tbilisi

The event is sponsored and organized by USAID/REAP and TRECE Inc (USA)

The invasive pest, Brown Marmorated Stink Bug (BMSB), is an important challenge not only for the Georgian economy and agriculture, but also for many other countries worldwide. Science and research play a leading role in monitoring and managing the BMSB and is important for the introduction and implementation of effective tools and applications to combat the BMSB.

During the week of March 5, a Scientific Mission from the United States will travel to Georgia to observe the BMSB situation. On March 8, the Scientific Mission will take part in a scientific conference to expand the collaboration between US and Georgian scientists and to exchange scientific knowledge, data and experience.

During the event, leading US scientists will introduce recent achievements, results of research and prospective technologies for cost-effectively monitoring and managing the BMSB. At the same time, Georgian scientists will present their research data and vision for combatting the BMSB while establishing linkages with US colleagues for future joint research projects.

The scientists represent leading US universities and Research Centers from the United States Department of Agriculture/Agriculture Research Service, Virginia Polytechnic and State University, Pennsylvania State University, and Oklahoma State University. Their Georgian colleagues represent the Georgian National Academy of Sciences, Georgian Academy of Agricultural Sciences, Georgian Academy of Science of Preventive Medicine, Ivane Javakhishvili Tbilisi State University, Georgian Agricultural University, Georgian Technical University, Tbilisi State Medical University, Agricultural Research Scientific Center of Ministry of Environmental and Agriculture of Georgia. Scientists and officials from the Region will attend the conference to share their experiences.

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USAID/REAP: USAID's Restoring Efficiency to Agriculture Production (REAP) is a market-driven and result-oriented enterprise development project that increases incomes and employment in rural area by delivering firm-level investment and tailor-made technical assistance to agribusiness enterprises that provide inputs, services, training and cash markets to smallholder farmers. REAP catalyzes increased private sector investment and commercial finance to the sector, mitigates risks for rural SMEs and entrepreneurs, and expands commercially sustainable linkages among producers, postharvest enterprises and end markets. To ensure the long term sustainability and success of these investments, REAP delivers market driven tailored technical assistance and group trainings to agribusiness enterprises and smallholder producers. Utilizing a \$6 million matching grant fund, REAP invested in 70 agribusinesses. To date, these agribusinesses have created more than 900 new rural jobs, generated more than \$40 million in new sales, trained more than 130,000 farmers and invested more than \$19 million into the agricultural sector.

About USAID in Georgia: Over the past 25 years, the American people, through USAID, have invested over \$1.5 billion in Georgia.

USAID projects are designed to support Georgia's transition to a free and prosperous democracy and include initiatives to accelerate economic growth, develop democratic institutions, and improve health and education. USAID provides economic and humanitarian assistance to more than 100 countries. For more information, please visit <http://georgia.usaid.gov>

About Trécé Incorporated: Trece is the leading supplier of pheromone-based insect monitoring systems in the United States and has introduced more new pheromone and kairomone based insect control technology and more new products to the US market and certain other countries than all other companies in the pheromone based products field in recent years. Trece is vertically integrated to include basic manufacturing, assembly manufacturing chemical and formulation R&D and marketing in many countries where high-value crops such as apples, pears, peaches, grapes and nut crops are grown. Trece has worked with USDA and certain universities in recent years to develop the chemistry, formulations and traps necessary to monitor BMSB and are now working with these entities to develop pheromone based control products for the management of this insect. <http://www.trece.com/p>

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# **Trécé                      Event                      Highlights**

# Economic Importance of International Development

Source: [The Claremore Progress](#)

ADAIR, OKLA.—Trécé Inc., a leading American manufacturer of insect monitoring systems and pheromones, welcomed U.S. and international dignitaries to celebrate corporate expansion activities closely linked to company's growing international development efforts.

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# Foreign Assistance is Good Business

Source: [USAID](#)

You likely have seen the brown marmorated stink bug in dark corners of your patio or window sills. This small bug, shaped like a shield with a spotty exterior, has invaded over 40 states across the United States. While just a nuisance for the average person, this stink bug – an invasive pest from Asia – devastates farmers around the world.

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# “Win-Win” Agriculture Project Benefits Georgian Farmers and Oklahoma Firm

Source: [Farming First](#)

*Bill Lingren on behalf of Trécé tells Farming First readers how a pest infestation brought together farmers and an agriculture firm from across the world.*

An agricultural emergency on the other side of the world has provided an Oklahoma-based company with the opportunity to help protect a critical crop in a faraway nation—as well as bolster and expand its own manufacturing operations back at home.

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## CNFA and Trécé Join Forces to Protect Georgian Hazelnut Crop

**CNFA and Trécé Join Forces to Protect Georgian Hazelnut Crop**

*Conference to bring together scientists from both nations to combat BMSB infestation*

**WASHINGTON, DC, AND ADAIR, OK—** Cultivating New Frontiers in Agriculture (CNFA), an international agricultural development non-profit organization, and Trécé Inc., a leading American manufacturer of insect monitoring systems and pheromones, announced they will convene for a one-week mission beginning

March 5, 2018 aimed at improving efforts to combat the brown marmorated stinkbug (BMSB) infestation that threatens hazelnuts and other crops in western regions of the country of Georgia.

The mission will be conducted in Georgia with the joint support of Trécé and Restoring Efficiency to Agriculture Production (REAP), a five-year, U.S. Agency for International Development (USAID) project implemented by CNFA that harnesses private investment and technical assistance to improve rural livelihoods through enterprise development.

The primary objective of the mission is to develop better ways to manage the pest on the 75,000 hectares of hazelnuts grown by 60,000—mostly small—growers, as well as in citrus orchards and cornfields farmed by the country’s smallholders.

To that end, scientists from the U.S. Department of Agriculture’s Agricultural Research Service and three U.S. universities will travel to Georgia to meet with Georgian counterparts, exchange knowledge and expertise, and participate in field visits to several regions that were severely affected by BMSB in 2017. A conference slated to convene March 8, 2018 will provide a forum to encourage knowledge-sharing.

“This mission epitomizes the kind of public-private cooperation that we at CNFA rely on to support our mission,” said CNFA President and CEO Sylvain Roy. “It is gratifying to see partners like Trécé go the extra distance to contribute to our efforts to improve the agricultural and technical skills of our clients.”

CNFA, which has directed the REAP project in Georgia since 2013, last year selected Trécé to provide two large shipments of its [PHEROCON®](#) insect kits (lures and traps) to protect Georgia’s hazelnut sector and safeguard other key agricultural products. The project was expanded last year in response to the infestation.

Trécé CEO and founder, Bill Lingren will travel to Georgia to take an active role in the mission.

“Trécé is pleased to help pave the way for scientists from both countries to join together to observe this infestation on site, gather new information, and develop better ways to fight this pest,” Lingren said. “By partnering to fine-tune and improve the ways we combat BMSB, Trécé is not only helping protect Georgian farmers and their crops, but also improving our own technology and our technical approaches, which ultimately benefits our business, our employees, and the communities who depend on us.”

Scientists participating in the conference include Dr. Kim Hoelmer, research leader of the USDA ARS Beneficial Insects Introduction Research Unit in Newark, Del.; Dr. Chris Bergh professor of High-Value Horticulture Crops Entomology at Virginia Tech’s Agricultural Research and Extension Center in Winchester, Va.; Dr. Greg Krawczyk, an extension tree fruit entomologist in the Department of Entomology at The Pennsylvania State University; and Phillip G. Mulder, Jr., professor and department head in the Department of Entomology and Plant Pathology at Oklahoma State University.

**CNFA:** Cultivating New Frontiers in Agriculture, an international agricultural development organization, specializes in designing sustainable, market-led agricultural initiatives. CNFA builds strong local and global partnerships, incorporates innovative approaches in its programs, and fosters inclusive development to offer enhanced opportunities to under-served

groups. Since 1985, CNFA has managed more than \$600 million in donor-funded agriculture development programs and has worked in 44 countries across the world in Africa, Eastern Europe, Latin America and the Caribbean, the Middle East, and South and Central Asia. For more information, visit <https://www.cnfa.org/>

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## **Foreign Aid Isn't Just About Helping Foreign People**

Source: [Tulsa World](#)

I am a solid believer in keeping America's businesses strong and growing— particularly here in Oklahoma. I founded Trécé, Inc., in Salinas, California, in 1984 and expanded the company there for 18 years. I could have grown my company – which develops, manufactures and sells state-of-the-art insect monitoring and

control systems – anywhere in the country.

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# Trécé Products to Protect Critical Hazelnut Crop in Republic of Georgia

## Trécé Products to Protect Critical Hazelnut Crop in Republic of Georgia

*Oklahoma-made traps and lures target stink bug infestation*

**ADAIR, OK**—Trécé Inc., a leading American manufacturer of insect monitoring systems and pheromones, announced it has produced and shipped [PHEROCON®](#) insect kits (lures and traps) to Georgia (country) to monitor a brown marmorated stink bug (BMSB) infestation that threatens the nation's agricultural sector.

Two large shipments containing of [PHEROCON®](#) kits (lures and traps) produced at Trécé plants in Adair and Chelsea, Okla., arrived in Georgia in May.

Funded by the United States Agency for International Development (USAID), Cultivating New Frontiers in Agriculture (CNFA), an international agricultural development non-profit organization has implemented the Restoring Efficiency to Agriculture Production (REAP) project in Georgia since 2013. USAID funded the procurement via CNFA to use the kits (lures and traps) to protect Georgia's (country) hazelnut sector, as well as to

safeguard other key agricultural products. The project expanded in 2017 to respond to the infestation.

CNFA, which selected the Trécé system after competitively testing a variety of solutions, will work directly with Georgia's National Food Agency to deploy the traps and lures and train local farmers on their use. CNFA has implemented the Restoring Efficiency to Agriculture Production (REAP) project in Georgia since 2013.

"Trécé welcomes the opportunity to work with CNFA on this important project," said Bill Lingren, Trécé owner and founder. "Protecting food production is a key driver for the deployment of our technology worldwide. In this case, we were able to help protect Georgian farmers from a devastating pest, as well as generate business activity that goes back into local communities right here in Oklahoma."

The infestation has the potential to result in substantial losses in the Georgian hazelnut sector, which produced approximately \$176 million in exports for farmers there in 2015. According to one study issued earlier this year, the infestation was expected to reduce the value of hazelnut exports and income to 40,000 smallholder farmers in 2016 by more than \$60 million.

"CNFA is pleased that Trécé has been able to provide us with the advanced technology we need to help Georgian smallholder farmers deal with this destructive BMSB infestation," said CNFA President and CEO Sylvain Roy. "It is doubly rewarding that in the process we have been able to provide an economic benefit to communities in two nations while exporting US know-how and agricultural inputs."

The kits, currently being deployed, will cover thousands of different locations across the affected regions of Georgia for one cultivating season (six months). CNFA determined that

[PHEROCON®](#) products have a longer life span, which effectively reduces the labor and associated costs.

To learn more, visit [www.cnfa.org](http://www.cnfa.org)

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