

# Crop Science Forum & Awards 2020

## Entry Guide



# Crop Science Forum & Awards 2020

Welcome to the **Crop Science Forum & Awards 2020**, continuing the tradition of the **Agrow Awards** – the crop science industry's premier annual event.

It is that time of the year again. Time to take stock of your organisation's achievements from the last 12 months. Time to consider what you have been doing to drive innovation and success in our industry. For over a decade Agrow has recognised excellence by celebrating best-in-class scientific, technological and leadership initiatives across the global industry. Winning a much coveted award is considered the benchmark for excellence.

## Continuing the Crop Science Forum & Awards in 2020

Industries across the globe, including the crop protection industry, are figuring out creative ways to deal with the disruption caused by the Covid-19 pandemic. They are seeking to maintain business as usual and minimal disruptions on agriculture, while also working with an eye on the future through research on innovative products.

In this scenario, it becomes imperative for Agrow to carry on the tradition of recognising excellence in the industry in the form of the **Crop Science Forum & Awards**. While travel restrictions and social distancing prevent us from organising the gala event in London, there is nothing stopping us from recreating the same celebratory feel online.

For 2020, we are pleased to announce the **Crop Science Forum & Awards** in partnership with Chemical Week, ensuring a wider outreach than ever before.

## Recognising success

The **Crop Science Forum & Awards** are proud to lead the way in recognizing and rewarding successes in crop science through our awards.

## Why enter?

Be the best of the best - An award from The Crop Protection Forum & Awards is 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 science sector.

**You don't have to be big** - You just have to be the best!

In addition, our awards are free to enter! You have done the hard work, now all you need to do is tell the independent Judging Panel why your organisation is best-in-class.

# The Awards Categories for 2020

- Best R&D Pipeline
- Best Formulation Innovation
- Best New Biological Product
- Best New Crop Protection Product or Trait
- Best Innovation in Digital Farming Technology
- Best Stewardship Programme
- Best Public Outreach Programme
- Best Marketing Campaign
- Best Company from an Emerging Region
- Best Supplier
- Best Supporting Role
- Lifetime Achievement



## The Judging Panel 2020

### About the judging

The Awards are independently judged. Judging will take place in August 2020. 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 day 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.

# Judging panel

	<p><b>Alan Baylis</b> Chair, SCI's BioResources Group, Nuvistix Innovation</p>
	<p><b>Matthew Cossey</b> CEO, CropLife Australia</p>
	<p><b>Dr SiangHee Tan</b> Executive director, CropLife Asia</p>
	<p><b>Asitava Sen</b> CEO, CropLife India</p>
	<p><b>Shubao Sun</b> General Secretary, China Crop Protection Industry Association (CCPIA)</p>
	<p><b>Jackie Bird</b> Former editor, Agrow</p>
	<p><b>Jim Bullock</b> Director, iFormulate Ltd</p>
	<p><b>Rob Westervelt</b> Editor-in-chief, Chemical Week</p>
	<p><b>Jonathan Shoham</b> Consulting analyst, Phillips McDougall</p>
	<p><b>Lawrence Middler</b> Senior analyst, Phillips McDougall</p>
	<p><b>Phil Smith</b> Publishing director, Agribusiness Intelligence</p>
	<p><b>Sanjiv Rana</b> Editor in Chief, Agrow and Chair of the Judging Panel</p>

# Entry information

## Who can enter

The awards that make up the **Crop Science Forum & 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: Friday, August 7th 2020**

## 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 2019 to April 2020
- 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 we will endeavour to contact them to submit an entry. Please note Agrow cannot be held responsible for any nominated company that does not supply an entry once contacted.

## 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.

## 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.

## 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

IHS Markit 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 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.



# Awards 2020 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/traits 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.

### Questions:

- 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/traits that stand out as being particularly exciting prospects, and if so, why?
- What is the market potential of the pipeline?



## Best Formulation Innovation

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 biological 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.

### Questions:

- Name of entering company
- Name(s) of co-developing companies or organisations
- Please describe the formulation innovation. Explain how it differs from existing formulations and what makes this development truly innovative
- Give 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
- Outline 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?



# Awards 2020 categories

## Best Innovation in Digital Farming Technology

This award encompasses developments in farm management through the use of digital and information technology. The types of technologies could range from remote sensing and data gathering to the development of apps for the identification of weeds, diseases and insect pests. The underlying theme of these technologies would be to assist farmers to optimise use of farm inputs and improve yields.

### Questions:

- Name of entering company
- Name of co-developing companies or organisations
- Please describe the technology innovation. Explain how it differs from existing technology and what makes this development truly innovative.
- Explain the benefits of the technology in improving farming and the use of inputs.
- 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 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.

### Questions:

- Name of entering individual (and affiliation) or organisation
- Briefly describe the stewardship programme concerned
- When and where was the programme introduced?
- How extensive is the programme?
- How innovative is the programme? What lifts it above similar initiatives?
- What are the benefits of the programme?
- If you believe that the entrant stewardship programme is particularly outstanding, but the reasons for this are not covered by the questions above, please give relevant details



# Awards 2020 categories

## Best New Biological Product

This award will go to the best new crop protection or crop enhancement product derived from a naturally occurring organism to be introduced since January 1st 2019. 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. We are not looking for products that just perform in the laboratory; we want to see biologicals that work in the real world.

### Questions:

- Name of company
- Names(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

## 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 January 1st 2019. 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.

### Questions:

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





# Awards 2020 categories

## 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 January 1st 2019. Potential winners could include industry associations, companies or individuals.

### Questions:

- Name of entering individual (and affiliation) or organisation
- Briefly describe the outreach programme concerned
- When and where was the programme introduced?
- Who was the programme aimed at?
- How effective was the programme in achieving its aims?
- What special activities did this programme include to achieve its aims?
- Has the programme been reported by the mainstream (non-trade) media? Please provide examples
- If you believe that the entrant outreach programme is particularly outstanding, but the reasons for this are not covered by the questions above, please give relevant details



## 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.

### Questions:

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



# Awards 2020 categories

## 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 January 1st 2019.

### Questions:

- 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 was the campaign compared to previous campaigns
- Description of how the market reacted to the campaign

## Best Company from an Emerging Region

This award will be presented to crop protection companies headquartered outside of North America, Western Europe, Australia 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 January 1st 2019. 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.

### Questions:

- Name of entering company and country where it is headquartered
- What has been this company's most significant achievement 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



# Awards 2020 categories

## 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.

### Questions:

- Name of entering company
- What makes this company the best choice service company partner for the crop protection industry?
- Describe the range of services provided by this company, highlighting any special strengths or unique activities
- How has this company delivered results that exceed sponsor 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 November 4th 2020.





# Frequently asked questions

## 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 onscreen instructions and submit your entry by clicking 'Enter'.

## How much does it cost to enter?

Entering the awards is free of charge.

## When is the entry deadline?

Entries are accepted up until August 7th.

## I am not sure which category our entry would fit into?

If you are not sure which category your entry fits into, contact [sanjiv.rana@ihsmarkit.com](mailto:sanjiv.rana@ihsmarkit.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 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 [sanjiv.rana@ihsmarkit.com](mailto:sanjiv.rana@ihsmarkit.com).

## How do the judges select the winners?

The awards are independently judged. Judging takes place in August 2020. 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.

## 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 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 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 and ideas on how to publicise your success. You will also receive exposure and recognition through Agrow's special supplement.

## Are there other ways I can get involved in the awards?

Yes, there are many sponsorship opportunities available. Please contact Ben Watkins at [ben.watkins@ihsmarkit.com](mailto:ben.watkins@ihsmarkit.com) for information.