

Awareness and integration of biologicals checklist



A LIGHTER TOUCH

Part A: Product & System Readiness

SCARLATTI
Evaluation | Analytics | Insights

1 Assess product fit and system readiness

Before investing in extension, ask: *Is this biological a good fit for your product group, and is the system around it ready to support growers?*

A. Is the product viable?

Ensure **all** of the following are true:

- Is effective enough to address a gap or serve as an alternative to a chemical product, and this effectiveness has been demonstrated under New Zealand field conditions over several seasons.
- Can be integrated into existing grower practices, including ease of handling and application.
- Is viable economically.
- Is backed up by published independent research data and respected scientists / institutions.
- The supply chain is ready to meet the demand of your product group scale, should adoption increase.
- Its use is within the scope of the label approved by Agricultural Compounds and Veterinary Medicines (ACVM).

B. Is there a compelling value proposition for growers?

At least **one of the following** should be true:

- Helps growers meet market demand or regulatory pressures.
- Fills a significant gap in the current crop protection programme (e.g., can address a pest or disease threat).
- Offers unique advantages over chemical alternatives, such as being able to be used during sensitive crop stages or reducing the environmental impact of the crop.
- Aligns with your industry's long-term strategy or sustainability goals, which growers support.

C. Is the support system in place?

Success is more likely with more of the following in place.

- Key players with influence on growers** (e.g., levy bodies, product groups) **publicly back** the product's use, agree on the key messages, and are happy to communicate the product to growers through their channels. Making sure this support is visible before rolling it out widely.
- A coordinating body** is ready to lead / coordinate the extension and champion this product. Ideally, this consists of representatives from all key players in your sector.
- Crop protection advisers** have opportunities to get their questions answered, understand how the product works, where it fits, and are confident in communicating with growers about this.
- There are **researchers or technical leads** who know the R&D behind the product and are willing to support communication efforts, answer questions, or help troubleshoot when needed.
- There are resources, or at least plans to bring in resources, to **gather and analyse data post-launch** to keep refining how the product is used, understand why it works (or doesn't), and support growers over time.

Awareness and integration of biologicals checklist



A LIGHTER TOUCH

Part A: Product & System Readiness

SCARLATTI
Evaluation | Analytics | Insights

1 Assess product fit and system readiness

Before investing in extension, ask: *Is this biological a good fit for your product group, and is the system around it ready to support growers?*

A. Is the product viable?

Ensure **all** of the following are true:

- Is effective enough to address a gap or serve as an alternative to a chemical product, and this effectiveness has been demonstrated under New Zealand field conditions over several seasons.
- Can be integrated into existing grower practices, including ease of handling and application.
- Is viable economically.
- Is backed up by published independent research data and respected scientists / institutions.
- The supply chain is ready to meet the demand of your product group scale, should adoption increase.
- Its use is within the scope of the label approved by Agricultural Compounds and Veterinary Medicines (ACVM).

B. Is there a compelling value proposition for growers?

At least **one of the following** should be true:

- Helps growers meet market demand or regulatory pressures.
- Fills a significant gap in the current crop protection programme (e.g., can address a pest or disease threat).
- Offers unique advantages over chemical alternatives, such as being able to be used during sensitive crop stages or reducing the environmental impact of the crop.
- Aligns with your industry's long-term strategy or sustainability goals, which growers support.

C. Is the support system in place?

Success is more likely with more of the following in place.

- Key players with influence on growers** (e.g., levy bodies, product groups) **publicly back** the product's use, agree on the key messages, and are happy to communicate the product to growers through their channels. Making sure this support is visible before rolling it out widely.
- A coordinating body** is ready to lead / coordinate the extension and champion this product. Ideally, this consists of representatives from all key players in your sector.
- Crop protection advisers** have opportunities to get their questions answered, understand how the product works, where it fits, and are confident in communicating with growers about this.
- There are **researchers or technical leads** who know the R&D behind the product and are willing to support communication efforts, answer questions, or help troubleshoot when needed.
- There are resources, or at least plans to bring in resources, to **gather and analyse data post-launch** to keep refining how the product is used, understand why it works (or doesn't), and support growers over time.



A LIGHTER TOUCH

SCARLATTI
Evaluation | Analytics | Insights

Extension resources

ALT and Scarlatti have developed a suite of extension resources to aid product groups in designing, implementing, and evaluating their extension programmes. Scan the QR code below for all extension resources.

Extension planning

Resources designed to guide you through creating and documenting your extension plan include a guide to both extension planning, and setting goals and objectives, a video on the theory of change and more.

Monitoring and evaluation

Three monitoring and evaluation (M & E) resources will get you started on tracking how well your plan is being implemented and it's impact and outcomes. You'll find an M & E overview, question bank and guide to building a survey.



Other extension resources

Other extension resources contain tips relevant to extension activities and case studies on successful extension examples such as segmentation 101 and electronic communications... on a shoestring.

Subscribe to the ALT newsletter

Keep up to date with results and resources by signing up to In Touch, the monthly newsletter dedicated to keeping you updated on the programme's progress on agroecological crop protection here in Aotearoa.

