



*Guy Elitzur from Stockton*

**Israel: "REGEV™ is an original product that adds value to other products"**

Timorex Gold is Stockton's flagship product, and it has been around for approximately seven years. "It is the top biofungicide for bananas in Latin America and for a wide range of fruits and vegetables in over 30 countries worldwide," states Guy Elitzur from Stockton.

The central graphic features a collage of images: a hand holding a green leafy vegetable stem, and several ripe red tomatoes. To the right of the collage is a logo consisting of three overlapping hexagons in blue, orange, and green. Below the collage, the word "REGEV" is written in a large, bold, blue sans-serif font, with a green leaf-like graphic element under the letter 'E'. A small "TM" trademark symbol is to the right of "REGEV". Below "REGEV" is the text "FIRST HYBRID FOLIAR FUNGICIDE" in a smaller, blue, all-caps sans-serif font. A dark blue triangle is located in the bottom right corner of the graphic area.

REGEV is the result of a 'marriage' between agrochemicals and bio-pesticides, and is the first foliar fungicide combining chemical plus biologically active ingredients. This is important to growers who are trying to reduce the number of regulated residue products they use, and for preventing the development of resistance.

"REGEV is already mixed, so farmers do not have to worry about the ratios of biological and chemical products that have to be used, or how to mix the product, it is ready for use when they buy them," said Guy Elitzur. "Farmers now no longer have to alternate their use of pesticides. We saw an opportunity to simplify the process and we created a product at the molecular level that combines agrochemicals and bio-pesticides. One of the things that makes Stockton distinctive is that the products are plant-based."

**Timorex Gold and REGEV**

"REGEV, meaning 'clump of land' in Hebrew, started rolling out about two months ago. REGEV is a 'hybrid' fungicide technology, combining Tee Tree Oil and Difenconazole in an easy-to-use formulation for improved resistance prevention and broad spectrum disease control."



“It contains two modes of action : Frac Groups F7 and G1, which helps to prevent the development of resistance. REGEV brings many other benefits , like synergistic efficacy over either A1 alone or tank mixture, an expanded spectrum and a reduced chemical load per treatment, resulting in reduced chemical residues.”

“We do not think REGEV is competitive with Timorex Gold, because with REGEV, we can add value and benefits to products like Timorex Gold and integrate these two products in different positions within the spraying program. REGEV can be used on rice, bananas, wheat, and other fruit and vegetables as well. It can be used at different times during the spraying programme,” Guy explains.

**Markets**

“The future of Stockton is in Brazil, China and the US. Brazil is particularly interesting for us, because of the types of crops grown there, such as soy beans, wheat and cereals,” Guy says.



“China has different advantages for Stockton. The distribution channel to China is a bit more complicated and completely different from that in Brazil, because they have a great many small farmers. However, the main advantage of the Chinese market, for us, is that they have already understood the benefits of biological for many years already. Secondly, the Chinese government has started subsidising the use of less toxic products in the past two years, while at the same time it has also

become more supportive of healthier and better products. Timorex Gold is one of the first big products on the Chinese market from outside China.”



Timorex Gold was recently approved in China, where Stockton now also has an office. Around the same time, Stockton also got approval in Brazil and New Zealand. In 2016, the company opened its office in the US, and by now, Timorex Gold has achieved registration approval in all of the key fruit and vegetable producing States, awaiting approval in California only.

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