

For fresh fruit and vegetable marketing and distribution in Asia

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## STK grows its global reach

Israeli company's botanical-based products continue to make market inroads internationally



STK's CEO Guy Elitzur

The Israeli-based producer of bio-ag crop protection solutions, Stockton STK, recently announced that it had simplified its corporate moniker to STK. According to a release, the re-branding reflects the company's "transition from its legacy business in generic agrochemicals to its current strategy focusing on bio-ag technology". Commensurately, their company logo has also undergone a redesign.

STK's botanical-based products continue to make market inroads internationally. Last year, its flagship product, Timorex Gold, was approved for use in China as a fungicide. Speaking exclusively with *Asiafruit*, STK's CEO Guy Elitzur said Timorex Gold meshes with China's national goal for promoting sustainable farming nationally, thereby reducing the nation's reliance on conventional agricultural chemicals.

“China is attempting to move away from traditional farming methods, re-orienting more to the biological,” said Elitzur, who noted that Timorex Gold has a wide range of product applications, including strawberries, tomatoes, table grapes, bananas as well as rice. “Rice is probably the most exciting product long run for us in the Chinese market.”

Elitzur admitted it would be a challenge to penetrate the Chinese market.

“The average size farm in China is less than one hectare,” he noted. “That requires an enormous effort just to reach the Chinese grower community.”

With respect to the US market, Timorex Gold has, to date, been approved for use in 40 states, including Florida (tomatoes) and the Pacific Northwest (apples, pears, cherries).

“We are awaiting approval in California for table grapes, where we feel there is excellent potential,” Elitzur explained.

Another STK product, Regev, recently received approval for use in Peru. Labeled a “hybrid” fungicide, Regev blends both biological and conventional formulas to serve as a bridge for growers looking to transition to more organic production.

“By reducing agriculture’s ecological footprint of agriculture, we’re helping to accommodate the retail’s request for sourcing more sustainably-grown produce,” Elitzur said.