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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/

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. For more information, visit http://www.trece.com/