



Biology Seminar

Speaker: Pamela (Pam) Marrone, Ph.D.

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Pursuing Biologicals for Pest Management and Plant Health: A Lifelong Journey from Scientist to Entrepreneur

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Biologicals for crop protection and plant and soil health are going mainstream after decades of being niche products. All categories of biological crop inputs - bioprotection, biostimulants and bionutrients - are growing at double digits annually, outpacing their synthetic chemical counterparts. As a serial bioag entrepreneur starting my first company more than 30 years ago, I had many challenges to being ahead of the market, bringing a higher level of science to biopesticide development, and changing the paradigm of how biologicals are used by farmers. Add to that, I was one of very few women entrepreneurs in agricultural biotech. Today, the scene for bioag and agtech entrepreneurs has changed significantly, with billions of dollars being invested annually into startups. There are also many incubators and accelerators helping entrepreneurs on all aspects of starting and growing a bioag/agtech business, including

connections to investors and other resources. With so many more problems to solve in food and agriculture, there has never been a better time to become an entrepreneur or work for an innovative startup company. This talk will provide an overview of the status and potential for ag innovation and perspectives on my entrepreneurial journey developing multiple products and scaling companies.

Seminar Speaker Host: Emma Guerrini Romano

