

Biocontrol Technologies partners with Wilbur-Ellis to expand T34 biocontrol across U.S. agriculture

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Distribution agreement brings Trichoderma-based biological fungicide to American growers as demand for sustainable crop protection accelerates



Biocontrol Technologies has entered into a strategic distribution agreement with Wilbur-Ellis Agribusiness, one of the largest agricultural retailers in the United States, to commercialize its biological crop protection product T34 Biocontrol across the U.S. market. The partnership is expected to broaden grower access to biological disease management solutions as agriculture increasingly shifts toward integrated and sustainable crop protection strategies.

Under the agreement, Wilbur-Ellis Agribusiness will leverage its nationwide distribution network and agronomic advisory capabilities to introduce T34 Biocontrol to growers across key agricultural regions. The collaboration aims to accelerate adoption of biological crop protection technologies while supporting growers seeking alternatives or complements to conventional fungicides. T34 Biocontrol is based on *Trichoderma asperellum* strain T34, a beneficial microorganism that helps suppress both foliar and soil-borne fungal diseases. Beyond disease control, the biological solution promotes root development and plant vigor, making it suitable for integrated crop management programs focused on improving crop resilience and soil health.

The product is designed for use across a range of high-value crops where disease pressure and soil health remain major production challenges. Its compatibility with Integrated Pest Management (IPM) programs enables growers to incorporate biological control alongside conventional crop protection practices, providing greater flexibility in disease management. The agreement reflects the growing momentum behind biological crop protection as producers respond to tightening regulatory standards, rising sustainability expectations and increasing interest in reducing dependence on synthetic chemical fungicides.

With biological products gaining greater acceptance in mainstream agriculture, distributors are expanding their portfolios to offer solutions that align with evolving environmental goals while maintaining crop productivity. "Entering into this agreement with Wilbur-Ellis represents an important strategic step for Biocontrol Technologies in the United States," said Eduard Fernando, General Manager of Biocontrol Technologies.

He described the U.S. as a critical growth market for biological crop protection and said Wilbur-Ellis' extensive commercial reach and technical expertise would provide a strong platform for supporting growers with integrated disease management solutions. The partnership underscores the continued expansion of the global biologicals market, where collaborations between technology developers and large agricultural distribution companies are accelerating the commercialization of next-generation crop protection products.