

## Life in Life Scientific...



Ruth Stanley has been appointed as the new UK Country Manager for Life Scientific. Ruth previously held the position of UK technical manager and has been with us since the beginning of 2019. This recent promotion will see her taking on responsibility for the ambitious growth plans that the company has to continue to develop its portfolio of innovative off-patent science solutions for the UK's arable sector.

She sees significant opportunity for the growth for Life Scientific in conjunction with its distribution partners. "Farm businesses are currently under pressure to maintain profitability in a very unsure and challenging environment, so keeping costs down without compromising yield and quality is of paramount importance," she says.

"Life Scientific has a unique approach in the industry – no one else is doing what we are in terms of reverse engineering. Our ability to respond quickly and efficiently, at a cost effective price brings more competition to our marketplace at the right time to benefit UK growers – and this really appeals to me."

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## Product News

For growers of cereal and oilseed rape crops farmers are dusting off the combine and getting ready for harvest, a few have just started and at Life Scientific we want to wish all our customers a safe, sunny and breakdown free 2 months.

We'd also like to take this opportunity to thank everyone for their business and support during the season.

We're hoping that the next cropping year will be even more exciting than the last, both for better yields and kinder weather, but also more product choice.

We are on target to add more new products to our portfolio next year and we expect to have a range of new EAMU's on our existing product range.

We'll keep you posted

Next season will see the introduction of our new, easier to open cans of Lambdastar. Following customer feedback we have changed the lids so the foil seals are easier to cut.

We'd love to hear what you think when they start arriving in store.



## Wild Oat Resistance

Life Scientific will be working with NIAB this summer on a new survey looking at wild oats.

In the UK there are two different Wild Oat species; the 'Common or Spring Wild Oat' (*Avena fatua*) and the much rarer 'Winter Wild Oats' (*Avena ludoviciana*). Samples from this survey will help us to estimate the relative abundance of spring and winter wild oats in the UK and determine the resistance status of the weed.

Wild Oats are our most competitive grass weed (on a potential yield loss per plant basis) but although herbicide resistance has been confirmed in both species and does occur in fields across the main cereal growing area in the UK, it does seem to be less common than resistance in some other key grassweed species (like Black-grass or Italian Ryegrass).

Populations of wild oat are on the increase, possibly due to the declining use of ALS chemistry. Growers have used fewer ALS products in the rotation due to fear of resistance developing in other grass weeds, such as black-grass, and rightly so, but they have forgotten what a good job chemicals such as Niantic and Cintac do on controlling wild oats and other problem weeds.

The last wild oat survey was carried out by Moss et al between 1995 and 2000. We thought it was time to revisit how this weed has changed over the last 20 years.



## Entrepreneur of the Year Finalist

Chief Executive Officer of Life Scientific, Nicola Mitchell has been nominated as one of the 24 finalists across the island of Ireland in the 2020 EY Entrepreneur of the year competition. Nicola established Life Scientific in 1995 and has been working tirelessly ever since to grow the off-patent agrochemical development company.

Nicola hopes that in entering the competition she will be able to raise the profile of the ground-breaking, innovative science that the Dublin-based company has developed, based on bringing a wider range of valuable off-patent agrochemicals to market more efficiently and faster than ever before.



“Our approach of reverse engineering means we can offer agrochemical products to agronomists and growers earlier than any other off-patent company – which is significant - and makes us unique.

“The only difference between our product and the brand leader product is cost: ours costs less.” says Nicola.

**For more information about Life Scientific and our products. Please see contact methods below.**

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