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Press Release

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Biopesticide Industry Alliance Names New Executive Director

Kerman, CA, February 27, 2007 – The Biopesticide Industry Alliance (BPIA) is pleased to announce the appointment of Michael H. Beevers as its new Executive Director. Beevers brings the organization more than 25 years of management experience in the area of microbials and biochemicals, having conducted more than 1000 research trials with agricultural and home use products.

Having earned a Ph.D. in Entomology and Biological Control from UC Berkeley, Beevers began his career as an evaluation researcher with Wilbur Ellis Co. in Fresno, CA. After a subsequent position as an instructor at California State University Fresno in pest management, integrated pest management, and biological control, Beevers then founded California Agricultural Research, where he has served as Research Director and CEO for the past 22 years.

Beevers says that his broad range of experience with biopesticides along with his working knowledge of their value within commercial pest management systems made the BPIA position a fit. "Interest in biopesticides continues to increase, as has our regulatory trial work with biopesticides and non-target insects," Beevers said recently at the group's semi-annual meeting in Sacramento. "Being Executive Director of BPIA affords me professional interaction and an opportunity to participate directly with industry and regulatory leaders through an influential and growing organization."

Beevers' stated priorities for his first 12 months in office include strengthening BPIA's relationship with the key regulatory agencies that impact the registration of new biopesticides, increasing education among key influencers as to the many benefits offered by biopesticides, and broadening the BPIA membership base to include companies representing the development and commercialization of future biopesticides.

About BPIA:

Founded in 2000, the Biopesticide Industry Alliance is a non-profit organization committed to communicating the benefits of biopesticide technology in effective pest management programs. Among its stated objectives are the development and promotion of industry standards for biopesticides, as well as the establishment of strong working relationships with the authorities entrusted to regulate pesticides.

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