



RIVERSIDE

DEPARTMENT OF ENTOMOLOGY
ENTM250 Seminar Series



Speaker:

Pam Marrone, PhD
Co-founder & Executive Chair,
Invasive Species Corporation

Date: Monday, December 1, 2025
Time: 4:00 pm - 4:50 pm
Format: In-Person Seminar & Virtual Access
Location: Genomics Auditorium 1102A

Zoom: 943 6687 2379
Passcode: 453393

Title:
“Pursuing Biologicals for Pest Management and Plant Health: A Lifelong Entrepreneurial Journey”

Abstract:

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. While perceptions of efficacy compared to synthetic chemicals linger, there is increasing recognition that when integrated into crop production and pest management programs, bioprotection products can offer higher yields and quality with additional benefits of exemption from residue requirements for easier export, delay in the development of pest resistance to chemicals, shorter field re-entry, biodegradability, lower carbon footprint, increased on-farm soil health and biodiversity, and low risk to non-target organisms, including pollinators. Challenges to faster adoption of bioprotection products is lack of awareness and education in how to deploy their unique modes of action in integrated programs and misperceptions of cost and efficacy. 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 in pest management and plant health and perspectives on my entrepreneurial journey developing multiple products and scaling companies.

Refreshments will be served in the Entomology Building Courtyard at 3:30pm