

Bio-Blog

July 2023

Keeping all RBX Group Stakeholders Informed

Note from the Managing Director

While it is exciting to see the start of a new product this year with MultiMax through River Bioscience, the future of our other offering SIT through XSIT remains uncertain. Our whole management, technical, and marketing team supported by key directors, the CGA, and the CRI has been interacting directly with growers around the country to try and gain consensus on this but with such a topic comes a number of strong opinions. This makes it difficult to come to a consensus that needs to involve about 25% of all the citrus orchards in South Africa. The next three weeks are going to be critical to pull all the information together and make a decision that is good both for our group as well as the industry and aligned with the CGA's Vision 260 initiative.

CHEERS, ROB

Forging the Future with MultiMax

In June, our team accomplished a remarkable feat with the successful launch of our novel patented product, MultiMax for use in Macadamias and Litchis. To ensure maximum outreach and engagement, we had a roadshow in collaboration with our distribution partners in the scenic region of Kwazulu-Natal. This endeavor encompassed a series of four events, which served as an ideal platform for our team to connect directly with growers and provide them with valuable insights about MultiMax and TrichoMax in combating tortricid moth species.

Through engaging presentations and informative discussions during this roadshow, our team left no stone unturned in educating growers about the capabilities of MultiMax and its symbiotic relationship with TrichoMax, and how these fit into a spray programme for the new season. The enthusiastic response from growers was overwhelming, further reinforcing the fact that our innovative solutions are poised to revolutionize pest control methods in the region.

As we reflect on the resounding success of our roadshow, we are immensely proud of our team's dedication, expertise, and ability to effectively convey the potential of MultiMax and TrichoMax. The impact of these events extends far beyond a simple product launch; they mark the beginning of a transformative journey toward sustainable and efficient pest management practices.

With the momentum gained from this successful launch, we eagerly anticipate the widespread adoption of our products, knowing that they will play an integral role in revolutionising tortricid moth control and ultimately bolstering the productivity and sustainability of agriculture.

**CROP
PROTECTION
TO THE MAX**



July Birthdays

Ronaldo Morris, Clarissa Mouton, Norman Ruiters, Ernest Adonis, Hester Nortje, Hendrik Syster, Carla Blofield, Mzimkhulu Solani, Carol Titus, Rob Elfick, Mlungiseleli Lolwana, Khalipha Dambuza, Nwabisa Mpangele, Nomfundo Mjongile, Elizabeth Kellerman, Kutlwano Oliphant, Khaalid Beckett, Emeel Ruiters, Franco Pieters, Lungisa Qulu, Lesley Valentyn, Colin Januarie, Livona Ludick, Moliza-Marie Valentyn

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