

Foreign Aid Isn't Just About Helping Foreign People

Source: Tulsa World

I am a solid believer in keeping America's businesses strong and growing— particularly here in Oklahoma. I founded Trécé, Inc., in Salinas, California, in 1984 and expanded the company there for 18 years. I could have grown my company – which develops, manufactures and sells state-of-the-art insect monitoring and control systems – anywhere in the country.

Trécé Products to Protect Critical Hazelnut Crop in Republic of Georgia

Oklahoma-made traps and lures target stink bug infestation

ADAIR, OK—Trécé Inc., a leading American manufacturer of insect monitoring systems and pheromones, announced it has produced and shipped PHEROCON® insect kits (lures and traps) to Georgia (country) to monitor a brown marmorated stink bug (BMSB) infestation that threatens the nation's agricultural sector.

Two large shipments containing of PHEROCON® kits (lures and traps) produced at Trécé plants in Adair and Chelsea, Okla., arrived in Georgia in May.

Funded by the United States Agency for International Development (USAID), Cultivating New Frontiers in Agriculture (CNFA), an international agricultural development non-profit organization has implemented the Restoring Efficiency to Agriculture Production (REAP) project in Georgia since 2013. USAID funded the procurement via CNFA to use the kits (lures and traps) to protect Georgia's (country) hazelnut sector, as well as to safeguard other key agricultural products. The project expanded in 2017 to respond to the infestation.

CNFA, which selected the Trécé system after competitively testing a variety of solutions, will work directly with Georgia's National Food Agency to deploy the traps and lures and train local farmers on their use. CNFA has implemented the Restoring Efficiency to Agriculture Production (REAP) project in Georgia since 2013.

"Trécé welcomes the opportunity to work with CNFA on this important project," said Bill Lingren, Trécé owner and founder. "Protecting food production is a key driver for the deployment of our technology worldwide. In this case, we were able to help protect Georgian farmers from a devastating pest, as well as generate business activity that goes back into local communities right here in Oklahoma."

The infestation has the potential to result in substantial losses in the Georgian hazelnut sector, which produced approximately \$176 million in exports for farmers there in 2015. According to one study issued earlier this year, the infestation was expected to reduce the value of hazelnut exports and income to 40,000 smallholder farmers in 2016 by more than \$60 million.

"CNFA is pleased that Trécé has been able to provide us with the advanced technology we need to help Georgian smallholder farmers deal with this destructive BMSB infestation," said CNFA

President and CEO Sylvain Roy. "It is doubly rewarding that in the process we have been able to provide an economic benefit to communities in two nations while exporting US know-how and agricultural inputs."

The kits, currently being deployed, will cover thousands of different locations across the affected regions of Georgia for one cultivating season (six months). CNFA determined that PHEROCON® products have a longer life span, which effectively reduces the labor and associated costs.

To learn more, visit www.cnfa.org

About Trécé Incorporated: Trécé is a market-driven organization focused on customer needs, growing through development, manufacturing and marketing of insect pheromone and kairomone-based products, which benefit food production and the environment, while creating net economic welfare for its customers, company employees, local and global communities. The Trécé product catalog currently contains over 150 species-specific, pheromone and/or kairomone-based kits, attractants and lures, a full line of trap models designed for a wide variety of flying and crawling insect pests that attack growing agriculture and post-harvest stored ag crops. These products are marketed under two internationally respected brand names, PHEROCON® and STORGARD® . Furthermore, Trécé created, registered and markets a line of insect control products under the brand name, CIDETRAK®, for orchard and vine crops and protection of post-harvest stored ag products in the commodity, food processing and retail segments of the industry.