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Provivi partners with Agricon to expand pheromone-based rice pest control in Indonesia

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Collaboration brings biodegradable Yellow Stem Borer solution to one of the world's largest rice markets, supporting sustainable crop protection and reduced pesticide dependence

Provivi Inc. has entered into a co-exclusive distribution partnership with Indonesian agribusiness company Agricon to commercialize its pheromone-based YSB Eco-Dispenser, strengthening efforts to promote sustainable pest management across Indonesia's rice sector.

The collaboration combines Provivi's expertise in pheromone-based crop protection technologies with Agricon's extensive distribution network and established relationships with rice growers, accelerating access to next-generation biological pest control solutions in one of Asia's most important rice-producing nations.

The partnership targets Yellow Stem Borer (YSB), one of the most destructive insect pests affecting rice cultivation in Indonesia. The pest continues to inflict substantial yield losses while driving heavy dependence on conventional chemical insecticides, creating both economic and environmental challenges for producers.

Provivi's YSB Eco-Dispenser utilizes pheromone-based mating disruption technology to suppress pest populations by interrupting their reproductive cycle rather than eliminating insects through chemical toxicity. The biodegradable solution delivers species-specific control while preserving beneficial insects and supporting broader ecosystem health.

As governments and food producers increasingly prioritize sustainable agricultural practices, pheromone technologies are emerging as an important component of Integrated Pest Management (IPM) strategies, offering farmers effective alternatives that reduce pesticide applications without compromising crop productivity.

Indonesia's position as one of the world's largest rice producers makes the deployment of environmentally responsible crop protection technologies strategically significant for national food security. By minimizing pest pressure while lowering chemical inputs, the technology aims to improve farm profitability alongside environmental sustainability.

The agreement also reflects the broader shift underway in global agriculture, where biological and semiochemical crop protection products are gaining momentum amid tightening regulations on conventional pesticides and growing demand for residue-conscious food production.

With biodegradable materials, long-lasting field performance, and compatibility with integrated farming systems, the YSB Eco-Dispenser is expected to support Indonesia's transition toward more resilient and sustainable rice production while strengthening the adoption of precision pest management technologies across the country's agricultural landscape.