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ADAMAâ??s Ferrabait wins first EU Registration as slug pressure intensifies

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First registration in Latvia sets up European rollout from 2027 as farmers confront rising slug and snail pressure and tighter sustainability expectations

ADAMA has secured the first European Union registration for Ferrabait, its new molluscicide built around Feralla, a novel active ingredient approved by the EU as a low-risk active substance in 2025. The registration in Latvia marks the first regulatory breakthrough for the product and sets the stage for additional approvals and commercial launches across Europe from 2027, beginning with France, Sweden and Lithuania.

The timing is significant. Slugs and snails are becoming a more persistent crop-protection challenge across Europe, with milder winters creating conditions that can increase pest survival and pressure in the field. For growers, the problem is not simply pest incidence but the potential for damage to crop establishment, yield and quality.

A faster response to a growing pest problem

Ferrabait is designed to deliver rapid stop-feeding activity, with ADAMA reporting fast control of slugs and snails within the first three days after application. The product is approved for use across a broad crop portfolio, including cereals, rapeseed, potatoes and high-value vegetable crops.

That speed matters in crops where slug feeding can quickly translate into establishment losses and reduced stand quality. The product is positioned as an additional tool for growers facing increasingly difficult pest-management decisions.

The formulation is as important as the active ingredient

A key part of ADAMA’s proposition is its proprietary Desidro Technology, which uses a multi-stage drying process under controlled humidity conditions to produce a highly palatable pellet designed to retain its integrity in the field.

According to comparative testing, Ferrabait has demonstrated greater longevity under wet conditions and stronger resistance to mould than leading ferric phosphate-based competitors. The objective is straightforward: keep the bait attractive and intact

for longer, extending its field performance when weather conditions can otherwise undermine molluscicide effectiveness.

The product combines Feralla with a proprietary formulation containing 12 components intended to improve bait attractiveness to slugs and snails while supporting growers' sustainability objectives.

Feralla opens a new regulatory and product pathway

The technology behind Ferrabait starts with Feralla, which received EU approval as a low-risk active substance in 2025. That regulatory status gives ADAMA a platform from which to build a broader European product rollout.

The Latvian registration is therefore more than a single-market approval. It provides the first commercial foothold for a product that ADAMA intends to take into additional European markets, with France, Sweden and Lithuania expected to follow from 2027.

For a crop-protection industry navigating tighter regulatory scrutiny, resistance concerns and increasing pressure to reduce environmental impact, the emergence of new active ingredients and formulations is becoming strategically important.

"European growers are facing increasing pressure to protect crops effectively while meeting evolving regulatory and sustainability expectations," said Germain Boulay, Global Head of Herbicides and Molluscicides at ADAMA. "Ferrabait provides growers with an additional tool for managing slug and snail pressure, combining strong performance in the field with the practical benefits needed for modern crop production."

The European rollout will put that proposition to the test. If Ferrabait can combine consistent efficacy with longer bait persistence and a favourable regulatory profile, ADAMA could carve out a stronger position in a molluscicide market facing both rising pest pressure and changing expectations around crop protection.