

Vive moves towards US launch of dual-action insecticide as state approvals advance

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The registration marks a regulatory milestone for the combined formulation, while commercial rollout depends on securing the required state approvals



Vive Crop Protection has secured registration from the US Environmental Protection Agency (EPA) for a new soil insecticide that combines conventional chemistry with a biological active ingredient, advancing its strategy of integrating different crop protection technologies into a single formulation.

The product, Bifender Duo, combines bifenthrin with a bioactive ingredient developed by ProFarm. The formulation is designed to deliver two distinct modes of action against soil-dwelling pests, alongside activity against nematodes, through a single application.

For growers, the combination is intended to simplify application while broadening the range of soil pests that can be targeted. Vive is positioning the product around the potential benefits of combining an established synthetic insecticide with a biological component, rather than relying on either approach independently.

A senior product manager at Vive said the formulation addresses demand for a convenient product capable of providing reliable, broad-spectrum control of soil pests and nematodes. The company expects the combination to build on the established performance of bifenthrin while adding another mode of action through the biological ingredient.

Combining synthetic chemistry with biological innovation

The biological component was developed and produced by ProFarm, which received EPA registration for the active ingredient in 2025. Vive subsequently worked with ProFarm to develop the combined formulation, adapting it through its formulation technology to support commercial-scale manufacturing.

The collaboration brings together ProFarm's work on the bioactive ingredient and Vive's formulation capabilities. The objective is to integrate the two components into a product that can be handled and applied more conveniently than separate treatments.

Vive's chief technology officer said the product reflects the company's approach to combining conventional crop protection chemistry and biotechnology within a single formulation. The company believes that pairing different modes of action can offer growers added value in managing soil pests and nematodes.

However, the practical benefits will depend on the product's performance against specific target pests, application conditions and approved uses. The registration announcement establishes the federal regulatory milestone but does not, by itself, demonstrate superior field performance across all relevant crops and pest species.

State approvals remain the next milestone

Although federal registration has been secured, Vive is still pursuing registrations at the state level before the product can be marketed for approved uses in individual jurisdictions. The company expects approvals in key states by February 1, 2027. The timeline will be important in determining how quickly Bifender Duo can reach growers in its intended markets.

The development highlights a broader direction in crop protection research: bringing synthetic active ingredients and biological technologies together to expand pest-management options. For Vive, the commercial opportunity will rest on translating that formulation strategy into reliable field performance, regulatory access and practical value for growers. With federal registration in place and state approvals pending, the product is moving closer to commercial availability in the United States, subject to the completion of the remaining regulatory requirements.