

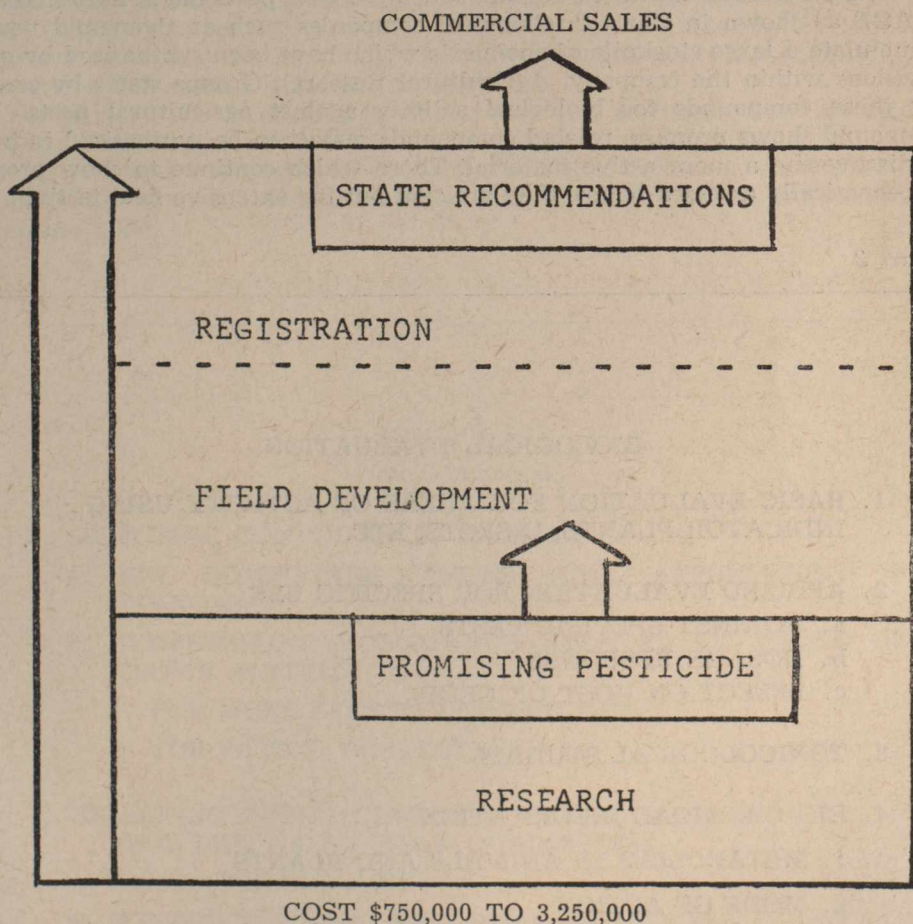
PART I

THE DEVELOPMENT OF A NEW PESTICIDE

I. RESEARCH STAGE IN DEVELOPING PESTICIDES

The development of an agricultural pesticide may be likened to a three-stage rocket. (Chart 1), the First or Research Stage delivers the promising pesticide from the laboratory of the sponsoring chemical company for field testing. Here, the second or Development Stage carries it to all parts of the country where it is evaluated against many pests on a wide range of crops—in hopes of orbiting the third or Government Registration Stage—into commercial sales.

Chart 1



According to a survey of Basic Pesticide Producers, made by the Western Agricultural Chemicals Association in 1958, the cost of discovering and developing a new pesticide through the first commercial registration runs from $\frac{3}{4}$ to $3\frac{1}{4}$ million dollars. Since other sources list the average cost from $1\frac{1}{2}$ to $2\frac{1}{2}$ million dollars, you can readily see that before a new pesticide is marketed a large initial investment is required.