

## SUPPLIER BUSINESS

### Bayer ES keeps Chipco line

Continued from page 1

"It is a very strong product line and it gives us a good strong position in South with fire ant control and mole cricket control," said Jim Fetter, director of marketing for Bayer ES. "We are clearly the leader in terms of insecticides and this helps us maintain our strong leadership position there. These products are new, patented, proprietary products and are rapidly growing because they have been introduced within the last five years. They are on a strong growth curve."



Jim Fetter

The deal ends months of speculation about how the back-license of fipronil products would be structured.

"There was negotiation going on," Fetter said. "It has been up in the air because it is a complicated deal. You have to work out all the details about which assets go, which plants are included and all that kind of stuff. It has taken time to work out the details." ■



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