

U.S. pesticide consumption rate slows down

U.S. consumption of synthetic organic pesticides increased at an annual rate of nine percent between 1970-1975, but a decrease in consumption is anticipated by 1980, reports Stanford Research Institute (SRI).

In a series of reports on pesticides published as part of SRI's Chemical Economics Handbook

(CEH), domestic consumption, the Institute estimated, was 1.3 billion pounds last year and is expected to reach 1.5 billion pounds by 1980. This represents a slowing of the rate of consumption to an average two to four percent per year — primarily as a result of a leveling off of herbicide demand.

"Pesticides have emerged as a

large, rapidly growing chemical industry, both domestically and abroad," says Jeanie Ayers, the primary author of the reports.

Herbicides and insecticides account for 68 percent of total pesticide consumption while fungicides are 19 percent and fumigants and nematicides are 13 percent.

Ayers says that herbicides and insecticides are expected to continue to dominate pesticide sales but growth is expected to decrease in some key agricultural markets. The outlook for the U.S. pesticide market depends on factors related primarily to the production of corn, cotton, deciduous fruits/nuts and soybeans.

The high degree of maturity of the herbicide and insecticide markets for corn and cotton and approaching maturity of the soybean herbicide market will see future consumption more sensitive to annual acreage fluctuation. Opportunities for foliar fungicide use in the soybean market are expected to develop into a growth market for these products.

SRI also predicted these developments:

—U.S. policies that will affect domestic and international agricultural commodity demands.

—Government regulation will continue to apply pressure against selective pesticides that are considered risks to health and safety.

—Marketing abilities of pesticide manufacturers will play an important role in the product mix of future pesticide consumption as competition increases in saturated markets and as key patent expirations encourage entry by new suppliers.

—International agricultural and pesticide policies will influence the volume and type of pesticide exports from the U.S.

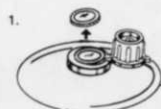
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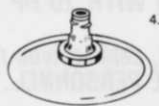
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