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First approval in Europe for the European grape moth (EVG) pheromone produced by M2i for the biological protection of vines

After several years of production for export, the pheromone active of the grapevine moth, produced by M2i in its factory in Salin (South East of France), has just been authorized in Europe and is now registered and marketable in the European Union.

Within 6 years, M2i Life Sciences (M2i) has established itself as a key player in ecological transition. M2i is the European leader and one of the world's leading players in the pheromone market. Pheromones are odors naturally emitted by insects and reproduced by bio-mimicry in the laboratory and applied in crops, to effectively fight against invasive insect pests, replacing conventional insecticides. To face the new growth challenges of a greener, more efficient and environmentally friendly planet, pheromones, which are selective and respectful of biodiversity, are the most promising solution.

The production of pheromones, which are complex molecules, is based on a high-level technology mastered by M2i in its laboratory and its production plant following pharmaceutical standards and GMP certified (good manufacturing practices). According to a patented process, M2i manufactures in particular the pheromone active ingredient of the European grape moth (*Lobesia botrana*) to protect the vines, the synthesis of which earned it the prestigious Pierre Potier prize in 2017. After having regularly produced several tons of this molecule since 2014 for export, M2i had submitted 14 months ago, to the authorities in Europe whose requirements are the most stringent in the world, an application for registration of its production site on the list of approved suppliers for this active substance. This approach, initiated and followed by its own regulatory teams, came to a successful conclusion on January 7, and **M2i is now recognized as an authorized supplier in Europe** under article 29 of European regulation EC 1107/2009.

This announcement confirms M2i's position as the European leader in the production of pheromone molecules after having already established itself as a benchmark in the field of their applications in gardens, green spaces and agriculture.

« This success demonstrates M2i's capacity to become absolutely essential in the segment of biological crop protection with pheromones by being at the same time: producer of active ingredient, formulator, supplier of finished products, designer of application protocols and trainer on the ground. The combination of our expertise in fine chemistry of biological solutions (intellectual property of syntheses and production capacities) and a know-how now proven in the management of regulatory files allows us to announce that this first registration in Europe will be followed very quickly by at least 3 others » says Philippe Guerret, President of M2i Life Sciences Group.



In a word :

The pheromone active of the European grape moth (*Lobesia botrana*), i.e. (E,Z) – 7, 9 dodecadien-1-yl acetate, produced by M2i was the subject of a request for source equivalence in 2018 in accordance with SANCO / 10597/2003 rev10.1 regulation. This request having been approved on January 7, 2020, the Lobesia pheromone produced by M2i is therefore authorized in Europe to be used as active ingredients of all the existing finished products.

About M2i Life Sciences:

Founded in 2012, M2i is a French industrial group, expert in the design, formulation and production of complex molecules. Thanks to its research laboratory in Lacq (64), combined with its production plant based in Salin de Giraud (13) and its manufacturing center in Parnac (46), M2i has developed its own expertise in pheromones for the protection of biological diversity of crops and animal welfare. The company designs, manufactures and markets natural products capable of replacing traditional pesticides. In this capacity, she has received, amongst 20 other awards, the 2015 Corporate & Environment Award from the French Ministry of Ecology and Sustainable Development, the 2015 Green Chemistry Award, the 2016 RMC PME Trophy and the 2017 European Business Award for Environment. of the European Commission, then the Pierre Potier Prize for chemistry in favor of sustainable development. In 2018, the newspaper Les Echos and KPMG selected M2i among the top 120 rising stars of the French economy of tomorrow, future flagships of the French economy. Its historic € 60 million fundraising completed in September 2019 confirms this potential by enabling M2i to accelerate the international deployment of its products. M2i employs 165 people, including more than a quarter in R & D, and holds 19 patent families protecting its technology and innovative product lines.

M2i Life Sciences, an industrial ambition at the service of excellence and innovation.

For more information: www.m2i-lifesciences.com

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M2i's R&D facility in Lacq (South of France) Copyright: Lafourcade photographe

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