

PAUL SOPP – Fargo Ltd

Paul worked in the Entomology department of the Glasshouse Crops Research Institute in Littlehampton before joining Fargo in 1990 as their biological control specialist. He spent five years advising growers on their crop protection strategies and then went on to become Technical Director and in 2003 Managing Director.



He retains his technical responsibilities within Fargo and has been involved with the HDC nursery stock panel for 12 years. He has close contacts with many other horticultural research organisations in the UK and overseas. He has also chaired the West Sussex Growers Association, the GCRI Trust and LINK consortia.

Working with an excellent team of technical and marketing colleagues Paul was involved in the development and market introduction of a range of well known crop protection products including Conserve, Dynamec, Chess, suSCon Green, Proplant and Subdue. These form the backbone of many IPM programmes in horticulture.

In recent years he has concentrated on biopesticides which he believes will become increasingly important as conventional chemical pesticides face ever increasing regulation. Fargo are now the largest supplier of biopesticides to the UK industry, following the very successful introduction of Serenade in 2009. He is currently working with several products scheduled for approval in the next year or two.