



## **For Immediate Release**

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CONTACT: Westbridge Agricultural Products  
PHONE: (800) 876-2767  
WEBSITE: [www.westbridge.com](http://www.westbridge.com)

### **Westbridge Agricultural Products Appointed Exclusive U.S. Distributor of Blossom Protect™**

Vista, CA. Westbridge Agricultural Products of Vista, California, and Bio-ferm of Tulln, Austria, are proud to announce their new partnership. Bio-ferm has granted Westbridge exclusive U.S. distribution rights of Blossom Protect™, a biological product used to combat fire blight infection in pome fruit (apple, pear and quince). Blossom Protect™ is an ideal tool for Integrated Pest Management (IPM) and is allowed for use in certified organic pome fruit production. EPA approval for this product is pending.

Fire blight, which is caused by the bacterium *Erwinia amylovora*, is one of the most damaging and pervasive diseases in pome fruit. This highly infectious bacterial disease typically attacks the tree through blossoms during the flowering period and can rapidly damage whole trees and orchards if not preventatively protected.

Blossom Protect™ contains highly efficient microorganisms which block the fire blight pathogen from colonizing the blossom. In four years of university testing in the United States, Blossom Protect™ has shown significant efficacy in the reduction of fire blight on apples and pears. This biopesticide works through natural competition for space and nutrients between the pathogen and antagonists on the blossom. There is no risk of developing resistance, even with frequent applications, as Blossom Protect™ acts competitively and does not attack the metabolism of bacterial pathogens.

Bio-ferm is an innovative company that has been successfully developing biological plant protection products since 2004. Sold throughout Europe, the advantages of these products include no chemical residues or resistance problems.

Westbridge Agricultural Products is a premier California manufacturer of organic and sustainable nutrients, surfactants and biopesticides, including TRIGGRR®, BioLink® SUNBurst® and Earthtrend® brands. Founded in 1982, Westbridge has shown a continuing commitment to delivering high quality, effective programs and cultivating environmental awareness, making the partnership with Bio-ferm a perfect fit.

For questions about Blossom Protect™ or the Westbridge product line, please do not hesitate to contact our office at (800) 876-2767 or visit our website at [www.westbridge.com](http://www.westbridge.com).

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