

Success story: Andermatt Canada


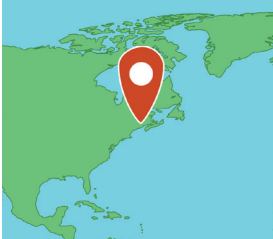
Andermatt Canada's experience with the CABI BioProtection Portal



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Image: Kathleen Ireland, Andermatt Canada

Overview

Who		Where
<p>Andermatt Canada is a growing development and manufacturing company of biocontrol products</p> 		<p>Canada</p> 
Highlights		
<ul style="list-style-type: none">• Real-time pest trend insights: Andermatt Canada uses the CABI BioProtection Portal's dashboards weekly to track pest patterns and inform strategic marketing and sales actions.• Boosted visibility and traffic: Partnership with the Portal has increased website traffic and product awareness, supporting both domestic and international growth.• Enhanced strategic decision-making: The Portal supports Andermatt Canada's market research, planning, and educational outreach, aligning with their mission of promoting sustainable agriculture.		

Andermatt Canada's experience with the CABI BioProtection Portal

[Andermatt Canada](#) specializes in developing and distributing biological control products. Based in Canada, it provides solutions for integrated pest management programmes across North America. Its mission is to promote sustainable agriculture by providing effective, environmentally friendly solutions that support healthy food production.

The Andermatt Canada team has utilized the CABI BioProtection Portal for over two and a half years.

Searching for pest trends

Before using the CABI BioProtection Portal, Andermatt Canada required improved visibility of pest trends and product demand across Canada and other global markets. The team needed a tool that could support both their domestic sales and international teams. They required access to relevant data to inform strategic decisions.

Additionally, as a company passionate about sustainability and user education, Andermatt Canada was also looking for a platform to support their mission to promote bioprotection. This helps drive awareness among retailers, growers, and industry stakeholders.

Tackling these challenges with the Portal

The CABI BioProtection Portal helped address these challenges by providing customisable dashboards and analytics that Andermatt Canada now uses weekly to track pest and product trends. The dashboard allows the team to identify spikes in interest for particular pests, such as the cabbage looper, and respond with timely marketing actions.

Additionally, the team at Andermatt Canada uses the Portal's dashboard for market research. This helps support production, as they can explore potential markets in regions where they want to develop or register products.

“Overall, I truly believe this portal is a must-use resource for growers, researchers, and bioprotection companies—it’s a powerful, practical tool we turn to regularly.”



Kathleen Ireland, Director of Domestic Sales of Andermatt Canada

After first using the Portal over 2 years ago, the partnership has evolved into a close collaboration. This includes regular meetings, content sharing, and co-branding initiatives.

Enhanced traffic and communications

Since becoming a Portal partner, Andermatt Canada has seen boosted website traffic and increased product awareness. Their products receive more visibility because they are prioritised in the relevant biopesticide search results page.

Additionally, Kathleen highlights “collaborating with CABI on blogs and social posts has also boosted traffic to our website and content channels.”

The ability to share relevant Portal insights, CABI blog content, and video assets has enhanced their internal and external communications. Kathleen’s team now uses the Portal as a sales outreach and planning driver, helping guide marketing and educational engagement throughout the year.

Summing up

Kathleen states that the Portal “has become an invaluable tool for both myself and my team”. It provides insights into market trends, supports strategic decision-making, and enhances domestic and global visibility for Andermatt Canada’s biological products.

About the CABI BioProtection Portal

The CABI BioProtection Portal is the largest, free global resource for biological pest management. The Portal's mission is to raise awareness and encourage the adoption of bioprotection among growers and advisors. It offers a comprehensive, searchable directory of nationally registered bio-control and biopesticide crop protection products, along with detailed guidance to help agricultural advisors and growers source and effectively incorporate these sustainable natural products into integrated pest management programmes.