



BUSINESS PLAN

ISO/TC 81

Common names for pesticides and other agrochemicals

EXECUTIVE SUMMARY

The aims of ISO/TC 81 are to regulate the naming of pesticides and other agrochemicals and to maintain a listing of approved common names, which is published in the form of ISO 1750 and its amendments.

As a result of this regulation of pesticide common names, any conflicts with existing Trademarks or any other pharmaceutical drug names is avoided. This enables the name to be used, with confidence, in all forms of commercial trading and also in regulatory and legal measures relating to this trading, both on a national and international level.

The naming of chemicals whose intended use is either for human or veterinary applications is outside of the scope of ISO/TC 81 and is covered by the International Nonproprietary Names for pharmaceutical substances listing maintained by the WHO.

1 INTRODUCTION

1.1 ISO technical committees and business planning

The extension of formal business planning to ISO Technical Committees (ISO/TCs) is an important measure which forms part of a major review of business. The aim is to align the ISO work programme with expressed business environment needs and trends and to allow ISO/TCs to prioritize among different projects, to identify the benefits expected from the availability of International Standards, and to ensure adequate resources for projects throughout their development.

1.2 International standardization and the role of ISO

The foremost aim of international standardization is to facilitate the exchange of goods and services through the elimination of technical barriers to trade.

Three bodies are responsible for the planning, development and adoption of International Standards: [ISO](#) (International Organization for Standardization) is responsible for all sectors excluding Electrotechnical, which is the responsibility of [IEC](#) (International Electrotechnical Committee), and most of the Telecommunications Technologies, which are largely the responsibility of [ITU](#) (International Telecommunication Union).

ISO is a legal association, the members of which are the National Standards Bodies (NSBs) of some 140 countries (organizations representing social and economic interests at the international level), supported by a Central Secretariat based in Geneva, Switzerland.

The principal deliverable of ISO is the [International Standard](#).

An International Standard embodies the essential principles of global openness and transparency, consensus and technical coherence. These are safeguarded through its development in an ISO Technical Committee (ISO/TC), representative of all interested parties, supported by a public comment phase (the ISO Technical Enquiry). ISO and its [Technical Committees](#) are also able to offer the ISO Technical Specification (ISO/TS), the ISO Public Available Specification (ISO/PAS) and the ISO Technical Report (ISO/TR) as solutions to market needs. These ISO products represent lower levels of consensus and have therefore not the same status as an International Standard.

ISO offers also the International Workshop Agreement (IWA) as a deliverable which aims to bridge the gap between the activities of consortia and the formal process of standardization represented by ISO and its national members. An important distinction is that the IWA is developed by ISO workshops and fora, comprising only participants with direct interest, and so it is not accorded the status of an International Standard.

2 BUSINESS ENVIRONMENT OF THE ISO/TC

2.1 Description of the Business Environment

The following political, economic, technical, regulatory, legal and social dynamics describe the business environment of the industry sector, products, materials, disciplines or practices related to the scope of this ISO/TC, and they may significantly influence how the relevant standards development processes are conducted and the content of the resulting standards:

The work of standardizing ISO common names for pesticides by the committee ensures that there is a consistency in the naming of substances and active groupings throughout the pesticide industry. It also ensures that names, which are adopted, represent the chemical structure without being too close to the purely chemical name and also that they do not infringe upon other trade names or conflict with pharmaceutical drug names. This enables a name to be adopted, which can be used universally, to refer to the substance in all forms of commercial trading and in regulatory and legal measures without resorting to its generally complex chemical name, which is meaningless to the end user.

2.2 Quantitative Indicators of the Business Environment

The following list of quantitative indicators describes the business environment in order to provide adequate information to support actions of the ISO/TC:

The total market for pesticides may be considered to be divided into two sectors.

- That of the newly developed pesticide, usually originating from the chemical companies of the major industrialized nations of Europe, North America and Japan. These are generally highly specific pesticides and are those, that are the new names that are the subject of the listing of the ISO common names.
- The other side of the market is that of pesticides that are no longer covered by the original developer's patents, generally lasting 20 years, and therefore may be considered as being 'old technology'. These are generally produced outside of the major industrialized nations and represent the less specific pesticides and in many cases requiring relatively high dosages to be effective.

The majority of the production of new pesticides world-wide is from the pesticide divisions of major multinational chemical companies and therefore production is not limited to any particular country associated with that company. The largest company involved in the market is larger than its nearest rivals combined and of the total turn over of the market, some \$32 billion, the top ten companies account for \$25 billion of this. Generally the pesticide divisions of these companies represent perhaps less than ten percent of the total turnover of the parent company. The trends within the industry are for mergers of the pesticide divisions of these companies and thus there is a gradual reduction in the overall number of companies that are involved in the production of new pesticides.

The major technologies involved in the production of pesticides are those of chemistry and chemical engineering. More recent developments involve the use of fermentation techniques enabling the separation of stereo-chemical isomers, which permit highly specific low dosage pesticides to be produced.

The market for pesticides may be divided into three main areas of herbicides, fungicides and insecticides. In addition to these there are several other small areas of plant growth regulators, rodenticides and aquatic herbicides. By far the largest of these areas is that of herbicides, which accounts for some 60% of the total world-wide market. The largest crop grown world wide is rice and the pesticides used in its cultivation represent large scale usage of off-patent pesticides.

The major growth areas within the market are those related to

- herbicide safeners which are used to make the crop more resistant to the subsequent use of a specific herbicide
- Genetically Modified Organisms, whereby crops are altered to be complimentary to a particular pesticide and thus the two are used in conjunction for increased yields.

Whilst future developments of GMO's offer new opportunities to the pesticide industry they do also offer the prospect of future developments towards plants which are resistant to particular pests, diseases etc, which may lead to further reductions in the overall usage of pesticides.

The overall market for pesticides may be considered to be contracting. The principal reasons for this are

- ecological, with the general public, in the major industrialized nations, becoming more aware of the question of pesticide residues in food, water and the environment in general, there is a drive for a reduction in the quantities of pesticides being used
- improved technology, whereby pesticides are becoming highly specific and effective dosages have been dramatically reduced, again leading to a reduction in the quantities of pesticides being used
- financial, with the removal of one time subsidies for the positive use of pesticides and also the reduction of food surpluses by the removal of subsidies, particularly in Europe, is again reducing the overall use of pesticides.

The investments involved in the research and development of new pesticides are very high, which means that the cost of new pesticides is relatively high, even if the quantities required for effective control are reducing. These costs are better able to be absorbed in the major industrialized nations where ecological and environmental considerations play a very important part. In other countries, however, it is not always possible for these considerations to be taken into account and hence much of the pesticide usage relates to older pesticides.

3 BENEFITS EXPECTED FROM THE WORK OF THE ISO/TC

The work of the committee in maintaining and regulating the listing of ISO common names for pesticides enables the identification of pesticides in international legislation and in national regulations. It is also increasingly required that the status of a pesticide, with regard to its ISO name, be confirmed as a requirement for the national registration. This applies to both the new names and also the existing established names of pesticides.

4 REPRESENTATION AND PARTICIPATION IN THE ISO/TC

[4.1 Countries/ISO members bodies that are P and O members of the ISO committee](#)

4.2 Analysis of the participation

Generally the participating member bodies of the ISO/TC represent those countries that are the major innovators and developers of pesticides in the world market, they, having the greatest interest in the maintaining of the ISO listing of pesticide names.

5 OBJECTIVES OF THE ISO/TC AND STRATEGIES FOR THEIR ACHIEVEMENT

5.1 Defined objectives of the ISO/TC

The objectives of ISO/TC 81 are to maintain a listing of standardized ISO common names for pesticides and other agrochemicals. These are names, which have been examined by the committee and have been found to represent the chemical nature of the substance, be suitably pronounceable and to be free from conflicts with other trade marks, chemicals and pharmaceuticals.

5.2 Identified strategies to achieve the ISO/TC's defined objectives

In order to reach these objectives, ISO/TC 81 has adopted the following strategy:

- The proposed common names are first submitted to an initial review by an advisory panel, to eliminate any obvious name conflicts. They are then submitted to a Preliminary Enquiry, the results of which are assessed by the advisory panel, comprising experts in chemical nomenclature, trade mark search analysis and INN pharmaceutical nomenclature and other chemical listing experts
- THE ACCEPTANCE OF PROPOSED COMMON NAMES IS CARRIED OUT BY A POSTAL BALLOT
- Those names which are accepted are combined into an amendment to ISO 1750 which is then submitted to the normal ISO voting procedure from the technical enquiry stage onwards

6 FACTORS AFFECTING COMPLETION AND IMPLEMENTATION OF THE ISO/TC WORK PROGRAMME

By virtue of the fact that the main work item of the committee is the maintaining of the listing of ISO common names, it is by necessity, dependant on the submission of new names from the pesticide industry. Whilst this industry is subject to registration and legislation in countries throughout the world there will remain the necessity for these names to be vetted and the ISO acceptance process to be maintained. The timescale for the publishing of appropriate amendments will therefore be dependent on the rate of submission and acceptance of new common names. As this procedure may result in a considerable period of time elapsing between the acceptance of a common name and its publication, the committee will investigate the possibility of an annual supplement to ISO 1750 being published. This supplement, to give a complete but simplified list listing of all ISO common names and including those accepted but not yet published in an amendment.

With the existing expertise available to the committee in the various fields applicable to the vetting of proposed common names, it is foreseen that the current work of the committee should continue to produce updating amendments as appropriate.

7 STRUCTURE, CURRENT PROJECTS AND PUBLICATIONS OF THE ISO/TC

This section gives an overview of the ISO/TC's structure, scopes of the ISO/TCs and any existing subcommittees and information on existing and planned standardization projects, publication of the ISO/TC and its subcommittees.

7.1 [Structure of the ISO committee](#)

7.2 [Current projects of the ISO technical committee and its subcommittees](#)

7.3 [Publications of the ISO technical committee and its subcommittees](#)

Reference information

[*Glossary of terms and abbreviations used in ISO/TC Business Plans*](#)

[*General information on the principles of ISO's technical work*](#)