



MINGA HOUSE

Minga House Foundation

Non-Profit Organization – Founded in 2014

NIT: 900867100-4

www.MingaHouse.org

What is MINGA?

“Minga entails a collaborative work system that dates back to the Incas. It refers to the commitment, contract or work agreement between two or more people. The word minga also stands for meeting or reunion.”

INTERNSHIP OPPORTUNITY

Global Market Development



Learning Objectives:

BioProteccion is one of the leading companies in Colombia that produce biological products for getting rid of or preventing insects on cattle or crops.

The desired participant would use his/her background to enhance and gain new marketing skills by working with a fast-growing Bio-tech company. The chosen candidate will work closely with the Director of Operations to help promote and grow this company. The participant will use marketing techniques to make the company's products available for international purchasing. Upon completion of the internship, the participant will:

- Have enhanced his/her regional sales, marketing and aftersales functions by participating in several cross-functional projects.
- Have better knowledge of developing strategies and implementation through report generation and analysis.
- Participate in all daily work related with the conservation of the nature reserve
- Demonstrate marketing growth through presentations, team projects and reports.
- Have experience in marketing techniques to bring a Colombian company to the global market

Participant Requirements:

Educational Background:

Undergraduate, graduate, & professionals in any of the following fields: Marketing, business administration, public relations, or communications

Spanish Language Skills:

(None) 1 2 3 4 **5** 6 7 8 9 10 (Fluent)

We would like an intermediate level of Spanish, although it is not necessary.

Potential projects and day-to-day duties:

- Work with staff to create plans and projects to promote products globally and specified markets
- Edit existing and develop new web marketing content
- Support in the review of current internal operations processes & procedures for improvement
- Assist in other duties that support the supervisor
- Work independently to come up with new innovative ideas to promote the mission and vision of the company
- Attend team meetings to brainstorm and discuss proposed marketing/innovation plans

Service Term:

- **Plan Prep Time:** 30 days min required before arrival date
- **Service Term:** 30 days min required – 32 hrs/wk required
- **Work Schedule:** Flexible
- **Service Window:** January-December

Special Skills Desired:

- Currently studying or graduated with marketing/sales experience
- Experience with maintaining web content
- Excellent project management skills
- Works well with other team members
- Can adapt to a fast and changing environment

BioProteccion Introduction

video link: <https://youtu.be/xl5n8BTL46s>

Related Article:

Biological control using invertebrates and microorganisms: plenty of new opportunities

van Lenteren, J.C., Bolckmans, K., Köhl, J. et al. BioControl (2017). doi:10.1007/s10526-017-9801-4
<https://link.springer.com/article/10.1007%2Fs10526-017-9801-4>

Biological control using invertebrates and microorganisms: plenty of new opportunities

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Abstract

In augmentative biological control (ABC), invertebrate and microbial organisms are seasonally released in large numbers to reduce pests. Today it is applied on more than 30 million ha worldwide. Europe is the largest commercial market for invertebrate biological control agents, while North America has the largest sales of microbials. A strong growth in use of ABC, particularly of microbial agents, is taking place in Latin America, followed by Asia. The current popularity of ABC is due to (1) its inherent positive characteristics (healthier for farm workers and persons living in farming communities, no harvesting interval or waiting period after release of agents, sustainable as there is no development of resistance against arthropod natural enemies, no phytotoxic damage to plants, better yields and a healthier product, reduced pesticide residues [well below the legal Maximum Residue Levels (MRLs)], (2) professionalism of the biological control industry (inexpensive large scale mass production, proper quality control, efficient packaging, distribution and release methods, and availability of many (>440 species) control agents for numerous pests), (3) a number of recent successes showing how biological control can save agricultural production when pesticides fail or are not available, (4) several non-governmental organizations (NGOs), consumers, and retailers demanding pesticide residues far below the legal MRLs, and (5) policy developments in several regions of the world aimed at reduction and replacement of synthetic pesticides by more sustainable methods of pest management. We are convinced, however, that ABC can be applied on a much larger area than it is today. We plead in the short term for a pragmatic form of agriculture that is adaptable,

non-dogmatic and combines the sustainability gain from all types of agriculture and pest management methods. We then propose to move to “conscious agriculture”, which involves participation of all stakeholders in the production and consumer chain, and respects the environment and resource availability for future generations. Were “conscious agriculture” to be considered a serious alternative to conventional farming, ABC would face an even brighter future.

Keywords

Augmentative biological control Pest control policies Benefits of biological control Market developments in biological control Worldwide use of biological control Integrated pest management Conscious agriculture

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Electronic supplementary material

The online version of this article (doi:[10.1007/s10526-017-9801-4](https://doi.org/10.1007/s10526-017-9801-4)) contains supplementary material, which is available to authorized users.

Introduction

Politicians, policy makers, retailers, consumers, growers and grower organizations are increasingly asking for and speaking about biological control. Hardly a day passes during which we, the authors of this paper, do not receive a question on how to control a certain pest, disease or weed, where to obtain biological control agents, and how to stimulate use of this environmentally safe pest management method. The European Union (EU) has been advocating the use of biological control since 2009 in its Sustainable Use of Pesticides Directive (EC [2009](#)). The President of China recently launched a “National research program on reduction in chemical pesticides and fertilizers in China” involving more than 340 million US\$, indicating a need for the development and application of non-chemical control methods. Together, the authors of this paper have been working in the field of augmentative biological control (ABC) for more than 150 years. We noted a hesitant start to ABC in the 1970s, then a burst of activity took place over the next 25 years. During the first decade of the twenty-first century fewer new biological control agents came to the market, but during the second decade we again experienced a new phase with strong growth in both the development of new agents and a market for biological control (van Lenteren [2012](#); Tables [1](#), [2](#) and [3](#) in this paper).