Biologically efficient:	Environmentally sound;
high selectivity	low toxicity for non-target organisms
fast impact	fast degradation in the environment
optimal residual effect	low mobility in soil
good plant tolerance	no relevant residues in food and fodder
low risk of resistance development	low application rate
	ect" product
	Economically viable:
	Economically viable: good cost/profit ratio for the farmer
User friendly:	Economically viable: good cost/profit ratio for the farmer broad use
User friendly: low acute toxicity	Economically viable: good cost/profit ratio for the farmer broad use applicability in
User friendly: low acute toxicity low chronic toxicity	Economically viable: good cost/profit ratio for the farmer broad use applicability in Integrated Crop + Pest Management
User friendly: low acute toxicity low chronic toxicity good formulation characteristics	Economically viable: good cost/profit ratio for the farmer broad use

図3: Research goals for a new crop protection product (CropLife International 2007より)