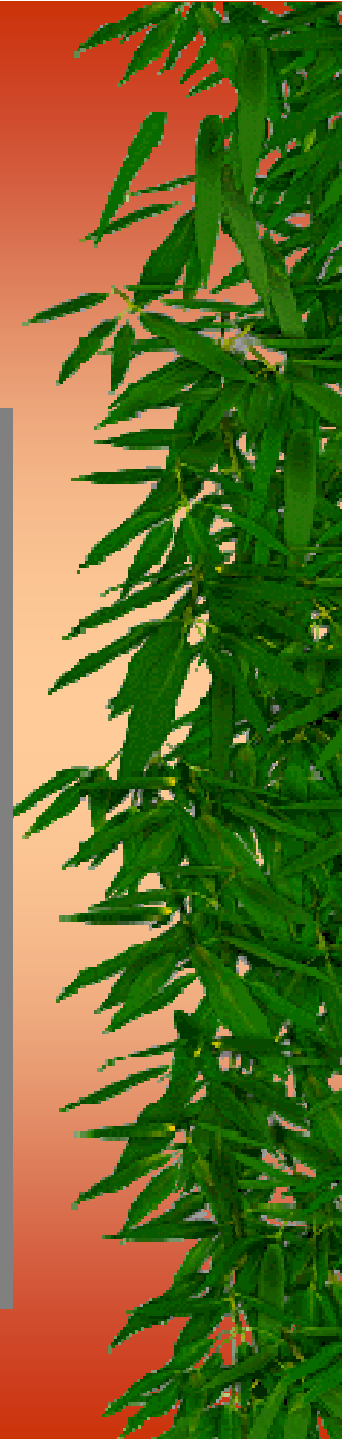


**CAMPAIGNING FOR
BETTER PRACTICES (IPM)
IN THE FOOD CHAIN.**

***STICHTING NATUUR EN MILIEU
Hans Muilerman.***

STEPS TO BE TAKEN

- Identify target group**
- Develop campaigning angle**
- Create discussion and debate**
- Target group to take responsibility**
- Realise reduction of the use of pesticides
(by changing ways of production)**

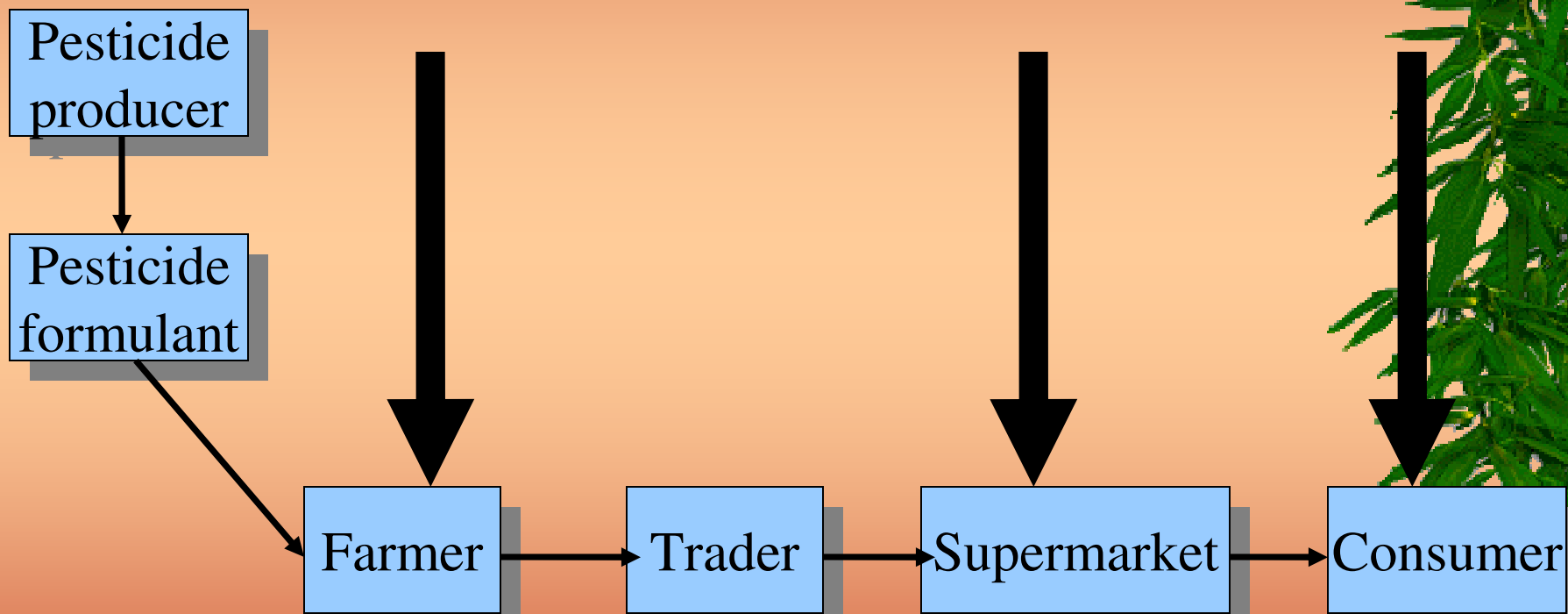


ANALYSIS, WHY NO CHANGE ?

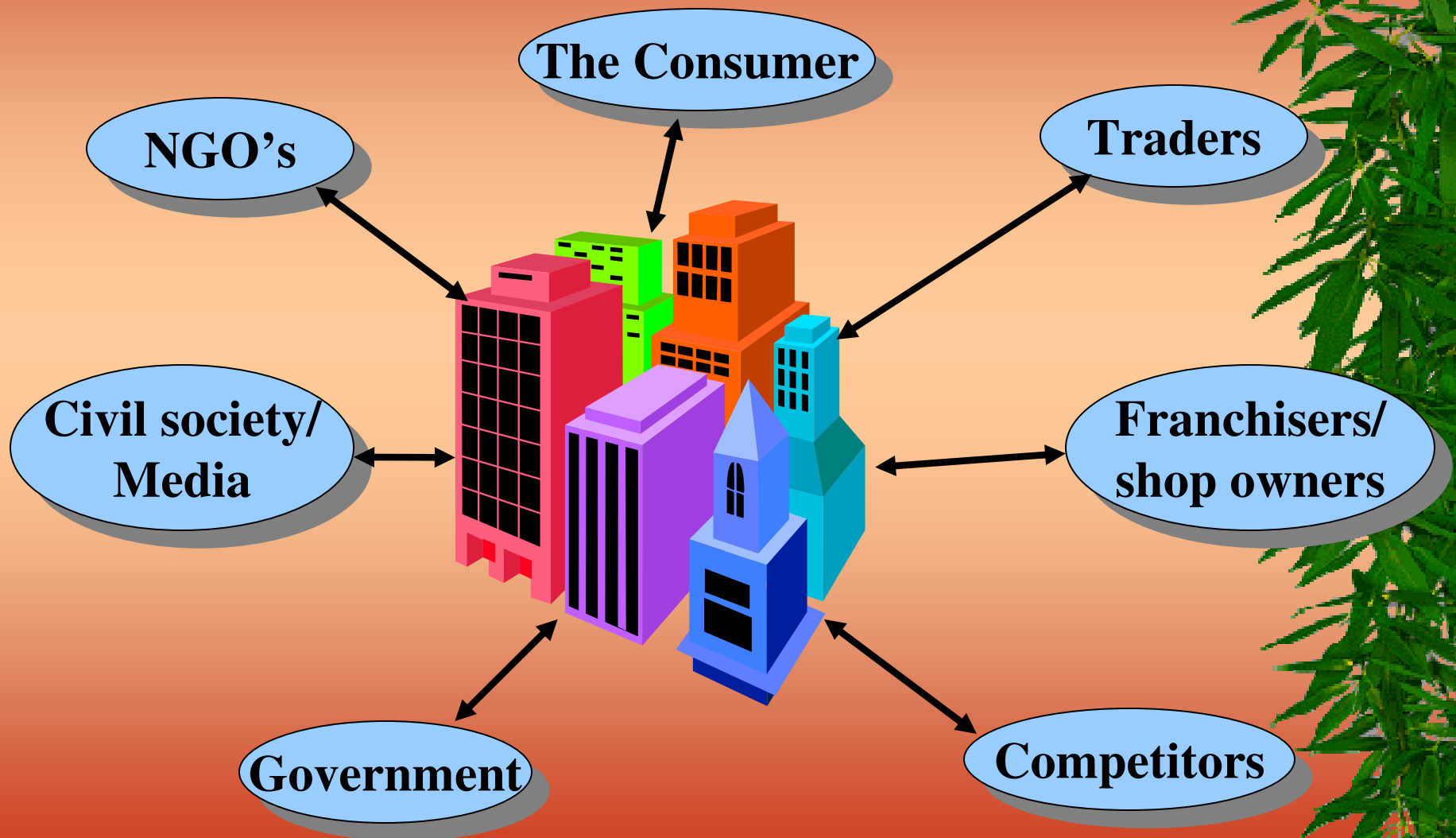
(2001)

- Not on the agenda of parties in production chain**
- No pressure from stakeholders,**
- No consumer interaction (on sustainability),
no expression of consumer demands,**
- No rewards, no law enforcement**

PRIME TARGET GROUP ???



SUPERMARKET'S ARENA OF CLEAN PRODUCTION

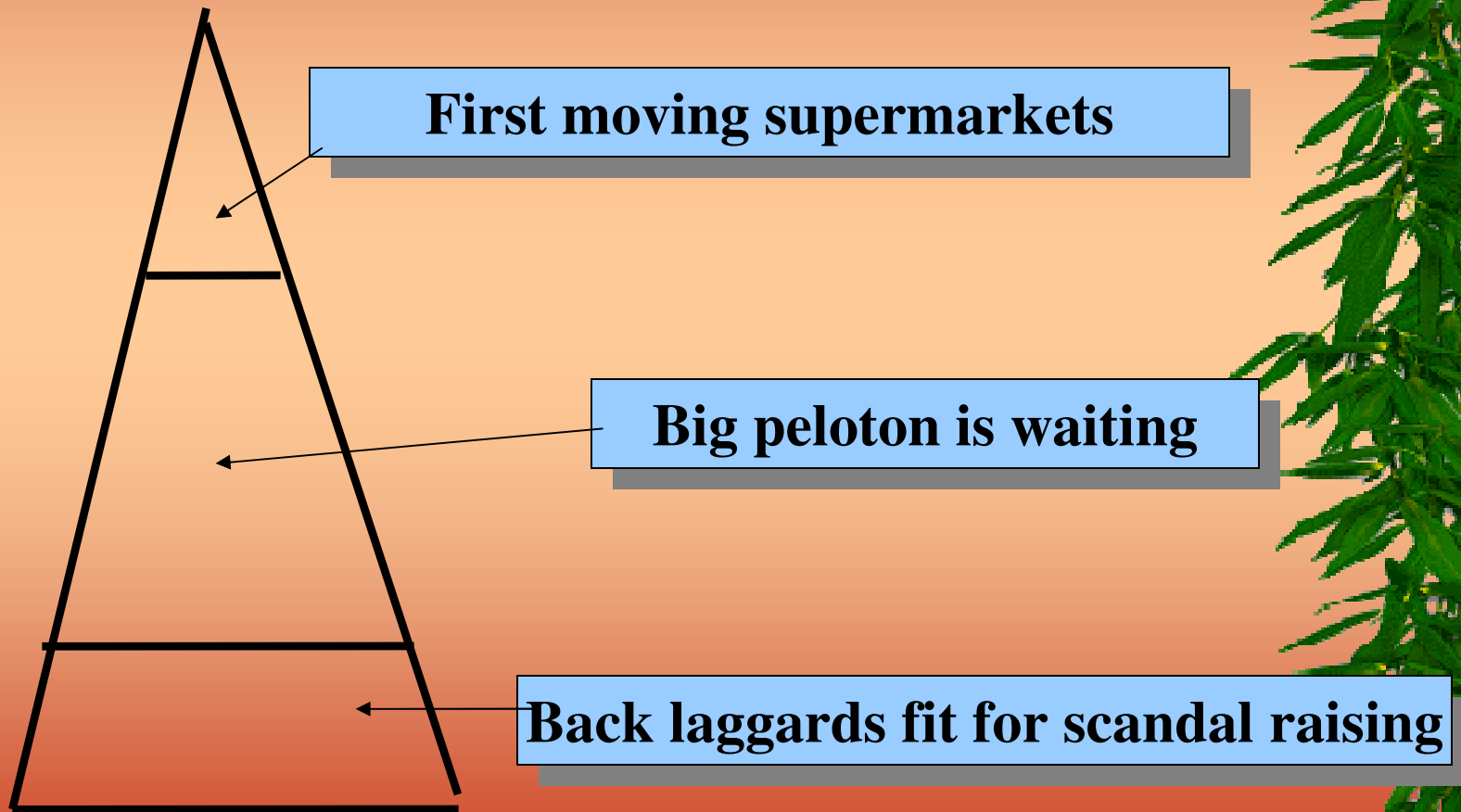


NGO-STRATEGY SUPERMARKETS

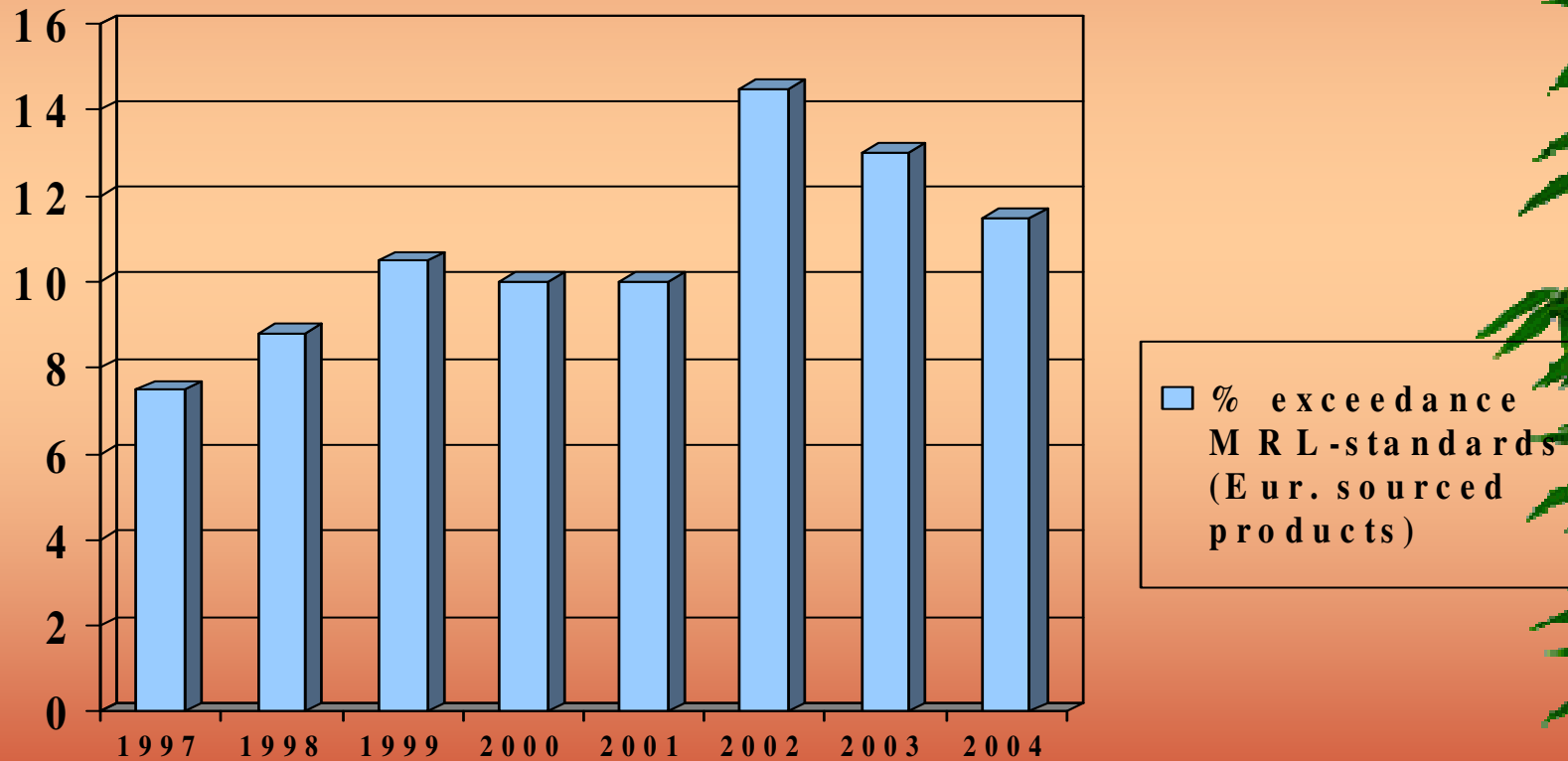
- **Target group: Supermarkets/ Retail formula**
- **Most influential stakeholder: Consumers**
- **Issue for linking pesticides/IPM: Health (& not complying to law)**
- **Campaigning angle: Residues of pesticides**
- **Involve: Consumers, Media & Parties of the chain.**

MARKET STRATEGY: DIVIDE & RULE

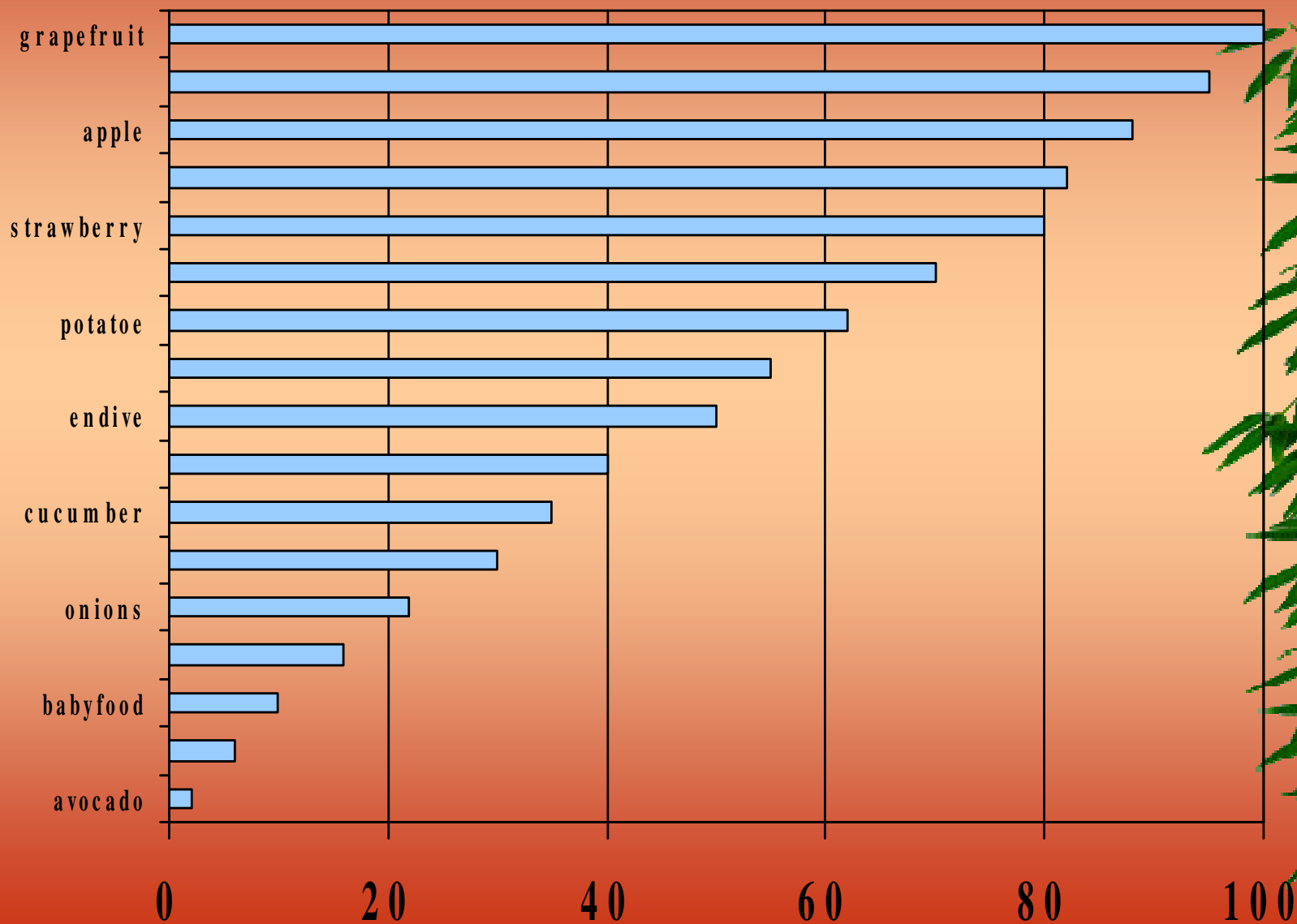
(by benchmarking on residue analysis)



RESIDUES & HEALTH: EXCEEDING STANDARDS



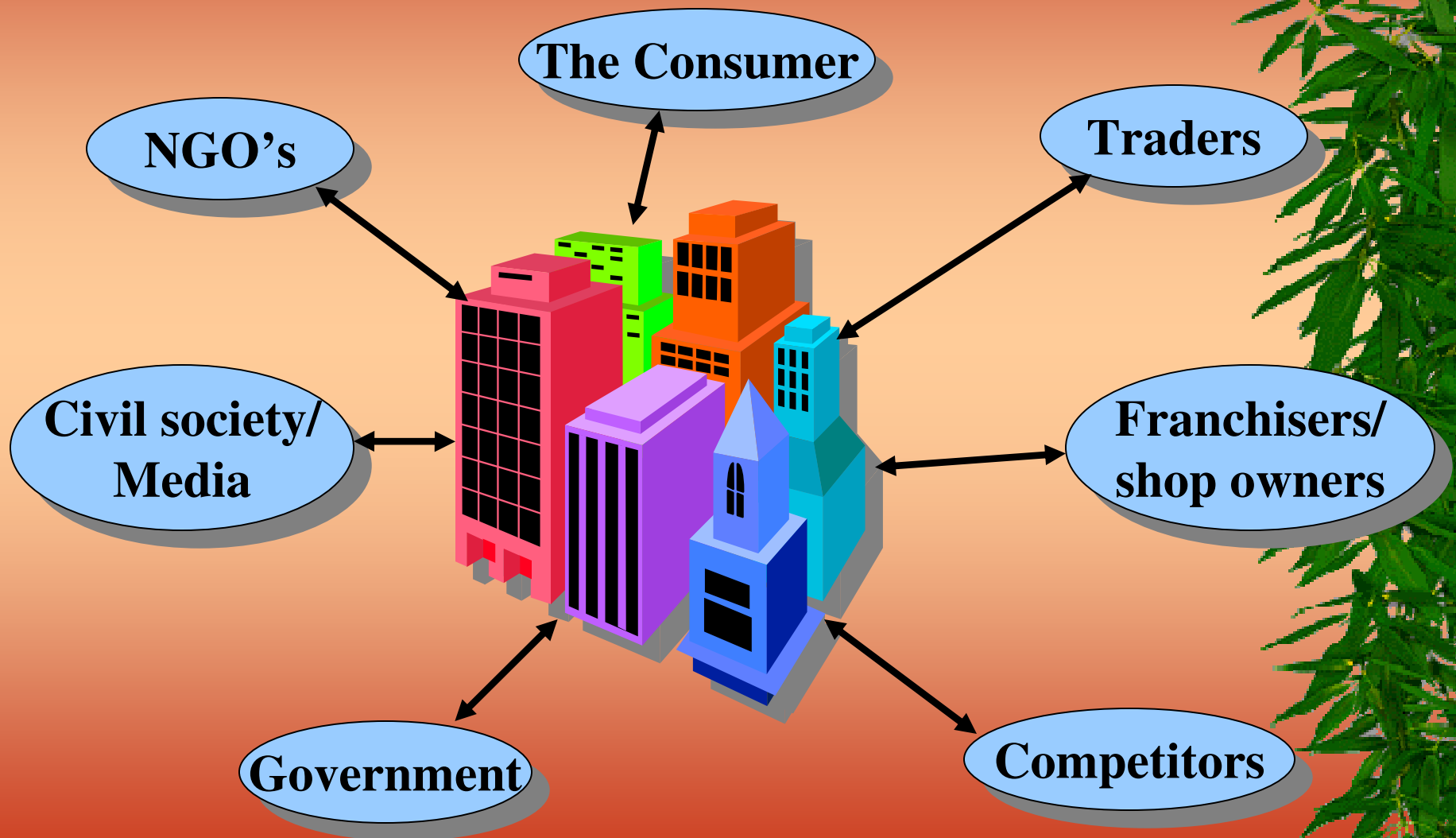
RESIDUES, CONSUMER ADVICE: % ANALYSED IN PRODUCTS



KEY INGREDIENTS STRATEGY

- **Hit where it hurts**
- **Create a system of independent analysis & benchmarking**
- **Involve consumer/media**
- **If possible start court cases**
- **Prepare for a 3-5 year battle**
- **Develop and present ways out for supermarkets**

WHAT HAPPENED IN THE ARENA?



RESULTS

- **In first instance no reaction**
(but denying & trying to marginalise NGO's)
- **Court cases speeded things up**
- **After 1-3 years rearranging of supply chain (2003-present):**
 - **triple testing in advance**
 - **supplier in/out**
 - **integrating residue testing in EUREP-GAP**
- **Traders offer negotiations on ban black list pesticides (2005)**
- **Government starts publishing offenders**
(naming & shaming, 2006)

NEW FRONT RUNNER LAURUS

- Moving from residue testing to IPM**
- Negotiations with Laurus and their trader
Greenery on black-list of pesticides**
- Fair trade products on shelves**
- Aiming at European best CSR performer**
- Initiative of Laurus/Greenery to integrate IPM
in EUREP-GAP (2006).**



HOW TO FIND OUR WAY IN IPM/ICM-LAND ?

- **IOBC (1976) holistic approach, minimize off-farm inputs**
- **EISA (2001) more focus on farm income**
- **EU (2006) taking FAO code 2002 as a basis (only IPM)**
- **Practice > 42 systems present in EU-15 (Agra CEAS)
with big variety in approach and performance**

What should always be in?

- **No, unless ... principle, or priority for non-chemicals,**
- **Embracing a holistic view,**
- **Crop-wise practices & measures defined**
- **Certification of performance**

OPTIONS FOR PAN-EUROPE CAMPAIGNING

- **Start EU supermarket front-runner group for IPM**
- **Lobby EUREP-GAP for (stricter) IPM**
- **Amend TS through EP-lobby**
- **Focus on the national plans to be set up under TS**
- **Create EU IPM network for inspiration, communication & extension**
- **More ideas ?**

.....and, be sure you always rock the boat !!!

