

PAN annuale conference

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Zero pesticide residues on conventional vegetables

The LAIQ Project



LEGAMBIENTE

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Who Is LEGAMBIENTE

Legambiente is the most widespread environmental organization in Italy, with 20 Regional branches, more than 1.000 local groups in the whole country and more than 110.000 members



More about Us

it represents the **UNEP** National Committee for Italy, it is one of the leading member of **EEB** (“European Environmental Bureau”, the Federation of European environmental organization) and of **IUCN** - the World Conservation Union. The headquarter is in Rome, with a staff made up of fifty professionals and experts on different fields of activity

What is Laiq

- LAIQ is a national campaign of Legambiente focused on the ground of **sustainable** agriculture and particularly on the field of **dairy products** and vegetables



Campaign Logo

Main Laiq Focuses – Producers



- Move producers towards sustainability
- Increase producers' knowledge and awareness on environmental issues
- Help them to stay on the market
- Promote a global shift upward of the market average standards as for biosafety
- Help local producers and small farmers to find the way to consumers

Main Laiq focuses – consumers

- Increase awareness of risks in food
- Stress the link between nature-food-health
- Give clear information on labels and website
- Indicate what information really matter
- Name the problem
- Make them think before they eat!

Samples



Results



Among our partners there are:

- Some of the biggest italian vegetables producers
- 2nd national producer of poultry meat
- 4 out of 10 main feed firms, accounting for the 10% of the national production
- Wide range of products: from milk to apples, peaches, potatos, pasta

The LAIQ Project - resume



- Started 4 years ago
- Self-certification process
- Legambiente's logo on food labels
- Based on "DO and DON'Ts" criteria
- All production chain controlled by Legambiente's inspectors
- Information on the label about *Plus*

NEXT:

**Why we did it and how this deals
with farmers and economy**





GMO

- The first goal of LAIQ was to move feed production plants towards a GMO-free policy. This is because almost 100% of soya and mais – main GMO crops together with cotton- are produced to be imported by USA and EU's feed producers. Stopping GMO Feed would then mean stopping GMO production



GMO

- Besides all problems related to environment, biodiversity and health risks, GMOs are not suitable for quality productions, in our vision, and therefore will not be useful for strengthening agriculture in Europe. A continent with no (or few) agriculture is a continent with no (or few) future.

Environmental impact of cattle farms

- The diminished density of animals per square metre reduces the quantity of manure per acre that is being spread and reduces the possibility of illnesses for animals, especially in the case of poultry rearing. The absence of chemical residues in the manure is a plus too. On vegetables, a zero residues policy is applied.



What does *zero residues* mean?

- A zero residue policy means that no residues of pesticides, fertilizers or any other chemical product can be found by ordinary technical devices.
- We search hundreds of active principles and we outsource this analysis to a skilled and specialized laboratory

How do they manage to do this?

- Only very determined and organized companies can do it
- They have to invest money in new cropping and processing policies
- It must be for real. They know they're going to be checked and controlled
- The result is increased by several means:



measures

- The starting level is ICP
- Less chemical input than before
- Different timing of chemical treatments
- Use of lighter chemical products that washes away
- Post treatment (washing)
- A mix of the above

Characteristics

A decorative graphic consisting of two groups of three circles. The first group, positioned to the left of the title, has a solid light purple circle on the left, a white circle with a light purple outline in the middle, and a solid light purple circle on the right. The second group, positioned to the right of the title, has a solid light purple circle on the left, a white circle with a light purple outline in the middle, and a solid light purple circle on the right.

- Good market success
- Average price similar to conventional (apples) or little higher (+20% peaches)
- Little or no support by institutions, but for one case (sicily)



Communicate to consumers

- All products are sold together with a leaflet or a label that explain criteria of the campaign and especially lists the plus of that specific product.
- We find very important communicating to consumer through the product because we feel the moment of eating is when most people will give attention to the food it's eating and to agricultural problems in general. This is related to the natural link between health and environment.



FOOD SAFETY



We want to stress that :

Food safety > Hygiene

Quality > Food safety



QUALITY WITH A GLOBAL APPROACH

Something that does not only
enrich economy, but enriches
territory as a whole.



Organic Vs. the World

- Despite all efforts (by Legambiente too) Organic food in Italy only accounts for 2-4% of the market.
- It's not sufficient anymore to work on that 2% to grow (but we shall do it)
- It takes to improve that 98%, that is what most people eat
- Tackling the problem from both sides



Production and environment

- When we gained popularity among agricultural producers and traders, we slowly started to grow
- It became clear that there was a big slice of producers that **could not afford** to go organic but wanted **to improve their environmental impact** and gain a better image to the consumers.
- The fact that there can be care for environment and animal welfare also out of the organic world was **a common statement** by these producers.

Target Farmers



- We designed this campaign not to target niche producers but bulk quantity producers
- We targeted large industrial groups together with medium size farms, because we wanted to reach the highest number of consumers



We want to tell producers:

- producing eco-friendly does NOT mean losing money
- producing eco-friendly is possible
- producing eco-friendly can help you out to survive in international markets
- producing eco-friendly improves quality and safety
- producing eco-friendly can help you build a better image
- producing eco-friendly can strenghten links with local and national community



We want to tell consumers

This product is free of residues (hopefully firing up a series of questions such as: “why are they telling me this? Should I suspect food to be contaminated by residues?”)



Finally

- We must create a strong interaction between customers and producers on the basis of quality and sustainability
- We should create a global alliance between customers, producers, institutions and environmental organization for increasing awareness on these fields

THANK YOU
for your kind attention

More info:

www.legambienteagricoltura.it



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