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

STICHTING NATUUR EN MILIEU
Hans Muilerman.
- 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)
- 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 ???

Pesticide producer

Pesticide formulant

Farmer

Trader

Supermarket

Consumer
SUPERMARKET’S ARENA OF CLEAN PRODUCTION

- Franchisers/Shop owners
- Civil society/Media
- NGO’s
- Traders
- Franchisers/shop owners
- The Consumer
- Government
- Competitors

Diagram showing various stakeholders in the 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)

First moving supermarkets

Big peloton is waiting

Back laggards fit for scandal raising
RESIDUES & HEALTH: EXCEEDING STANDARDS

% exceedance
MRL-standards
(Eur. sourced products)


- 1997: 8%
- 1998: 10%
- 1999: 12%
- 2000: 16%
- 2001: 14%
- 2002: 16%
- 2003: 14%
- 2004: 12%
RESIDUES, CONSUMER ADVICE: % ANALYSED IN PRODUCTS

- grapefruit
- apple
- strawberry
- potatoe
- endive
- cucumber
- onions
- babyfood
- avocado

0 20 40 60 80 100
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?

NGO’s

Civil society/ Media

Government

The Consumer

Traders

Franchisers/ shop owners

Competitors
- 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 shelve
- Aiming at European best CSR performer
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 nationals 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 !!!