WHERE WE CAME FROM AND WHERE WE ARE HEADING

PAN-Europe Annual meeting
4 September 2009
Sofia Bulgaria.
FREEDOM IN A COMMONS BRINGS RUIN TO ALL

- <1960: No limitations to placing chemicals onto the market
- 1962: “Silent Spring”, Rachel Carson
- 70/80-es: Health aspects of pesticides in national laws (WHO-classes)
- 80/90-es: Environmental aspects of pesticides in national laws (first examples of banning of pesticides)
- 90-es: International conventions (FAO-code, POP, PIC)
- 1991: EU starts regulating pesticides (Directive 91/414)
- 2009: new EU-regulation with clear approval criteria for pesticides; succesfull PAN lobby since 2001
In principle, yes, but…

Implementation process will take a long time

Chemical industry (ECPA) out there to try to delay, stop and redefine implementation (like on EDC’s)

Mental frame of farmers by far not ready for a change

Market leaders (retail) taking their own route to the future.
WHERE WE ARE NOW (1):
FULL DEPENDANCE ON CHEMICALS
EUROSTAT 2007
WHERE WE ARE NOW (2): RISKS PESTICIDES IN FOOD STILL HIGH

= EFSA 2008=

% EU-samples with multiple residues

Highest reported number of different pesticides in one sample
WHERE WE ARE NOW (3): “IN CONTROL”

- Supply chain realising uniform (high demands on cosmetic appearances; low demands on non-visible quality aspects) products.
- Chemical industry pushing very hard for GM-crops and even more dependance of farmers.
- Governments happy to let market do self-control.
- Science and scientists more and more under financial control of market.
- And also: Many feel unhappy to be subject to control, like consumers and farmers.
Where we are heading (1): Alternatives readily available (IP)

The ICM ladder

1. Wide crop rotation
2. Mechanical weeding
3. Resistant varieties
4. Use decision-support
5. (Step 5: Blank)
6. (Step 6: Blank)
7. Use plant strengtheners

Example potatoes
WHERE WE ARE HEADING (2): IPM IN GLASSHOUSES TAKING THE LEAD (Van Lenteren, 2006)

Number of natural enemies commercially available for glasshouse crops

Hectares of glasshouse crops under IPM (World)
WHERE WE ARE HEADING (3):
A BATTLEFIELD

Our team:

- Concerned citizens: 42% think food will damage their health; 63% worried about residues in their food
  (=EU Barometer, DG SANCO, 2006=)
- NGO’s like PAN and HEAL & a great PAN-network throughout Europe
- Expert organisation like IOBC
- Commercial allies like IBMA and IFOAM
- DG Environment & Ministries of Environment
- Front runners (farmer groups, retailers)
- Some MEP’s, some EU Member States
WHERE WE ARE HEADING (4):
A BATTLEFIELD

The other team:

- ECPA
- The traditional “green” lobby, having still a big say in Agri Committees and Agri structures
- EFSA dominated by conservative “scientists”
- Some MEP’s, some EU Member States
- DG Agri?
AND HERE THE OPPORTUNITIES:

- Citizens and consumers have much more trust in NGO-messages: 9% trusts retailers on sustainability, 20% trusts governments, 51% trusts NGO’s, = PWC, EU-study, 2009=.
- Connect to citizens who don’t feel part of the supply chain and feel not taken serious (& want to be more in control)
- For the political arena: Link to issues that matter more here, like Food Shortage, Climate Change and Health (Obesitas, Cancer, Child disorders)
- For the market: Link to issues that matter for the supply chain like preventing health scandals, health claims, and increasingly sustainability; campaign on transparency and accountability
- On content: IP is an answer for many problems (environment, health, climate change, biodiversity)
Hasta la Victoria Siempre