

# WHERE WE CAME FROM AND WHERE WE ARE HEADING

PAN-Europe Annual meeting

4 September 2009

Sofia Bulgaria.



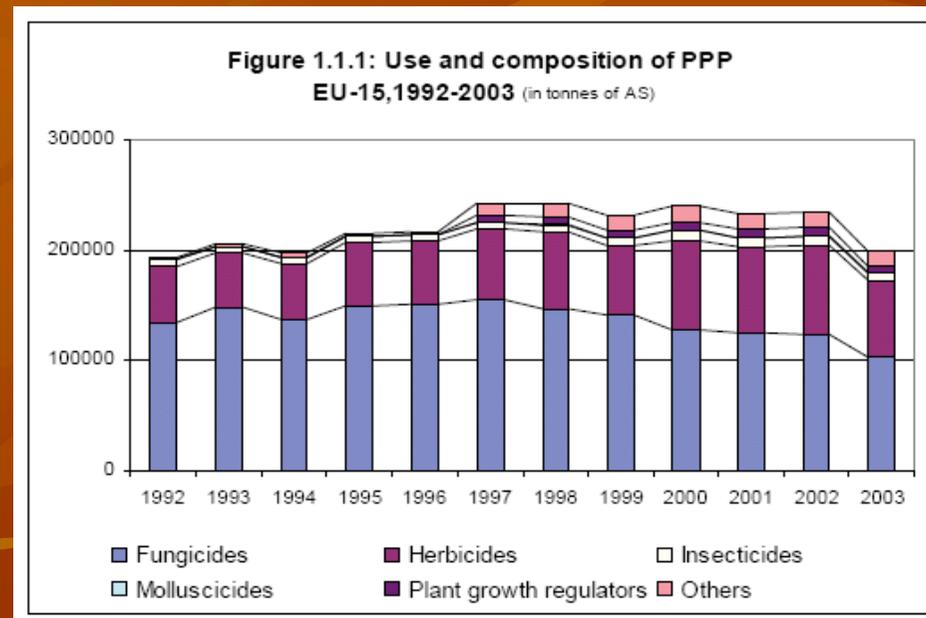
# FREEDOM IN A COMMONS BRINGS RUIN TO ALL

- <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
- 2009: new EU-directive aiming at a transition in agriculture to Integrated production in 2014; succesfull PAN PURE campaign since 2003.

# SIXTY YEARS OF ANARCHY COMING TO AN END?

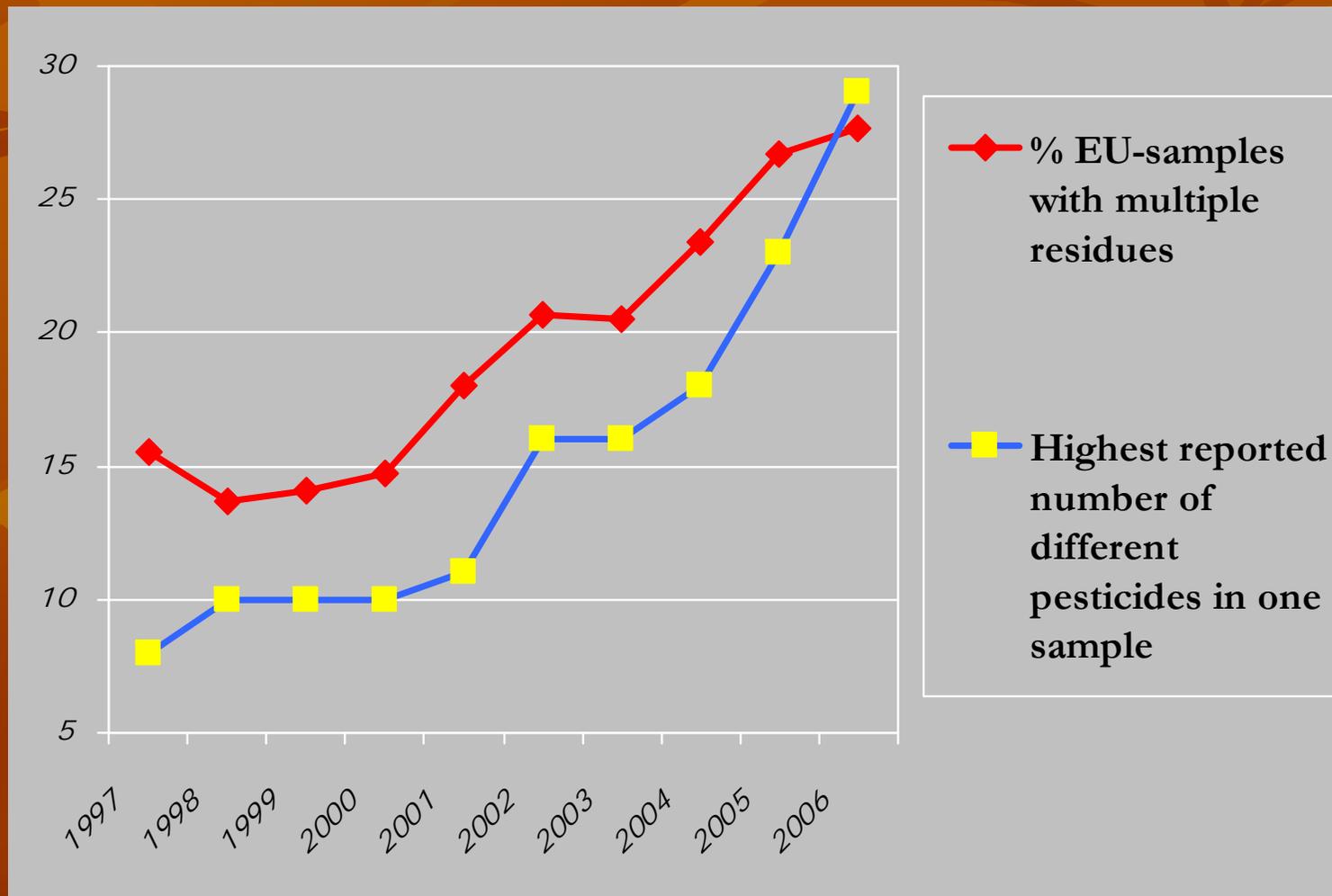
- In principle, yes, but...
- Implementation process will take a long time
- Chemical industry (ECPA) out there to try to delay, stop and redefine implementation (like on EDC's)
- Mental frame of farmers by far not ready for a change
- Market leaders (retail) taking their own route to the future.

# WHERE WE ARE NOW (1): FULL DEPENDANCE ON CHEMICALS = EUROSTAT 2007 =



# WHERE WE ARE NOW (2): RISKS PESTICIDES IN FOOD STILL HIGH

= EFSA 2008 =

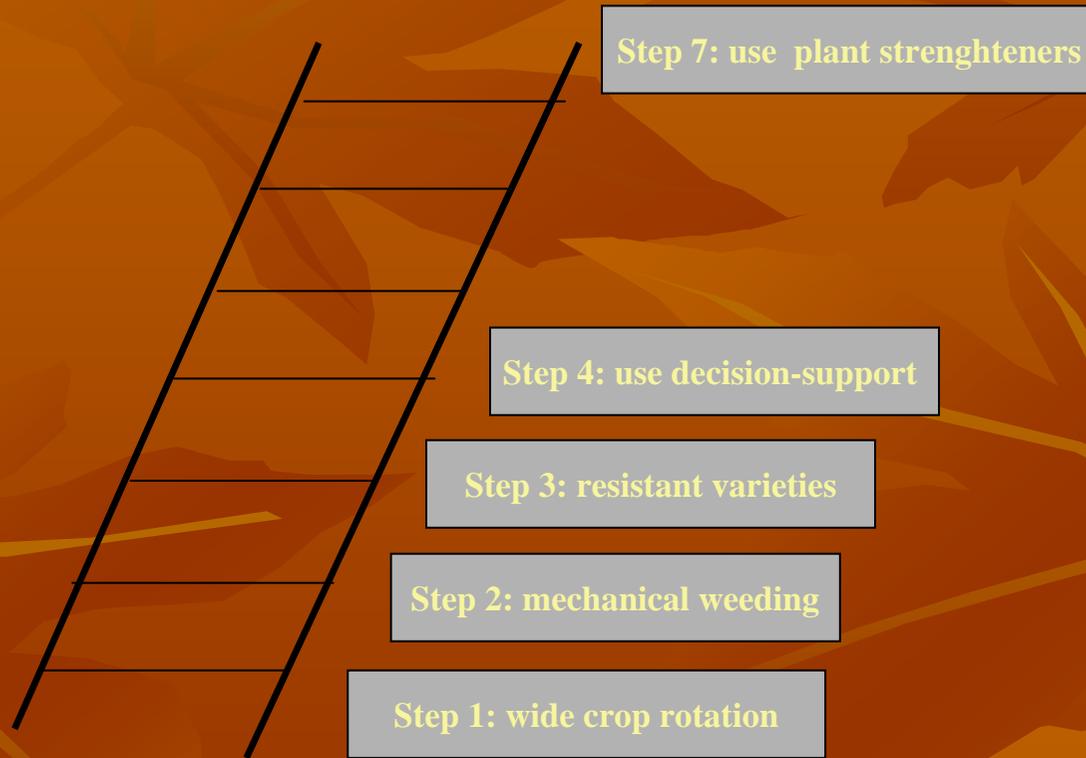


## WHERE WE ARE NOW (3): “IN CONTROL”

- 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.



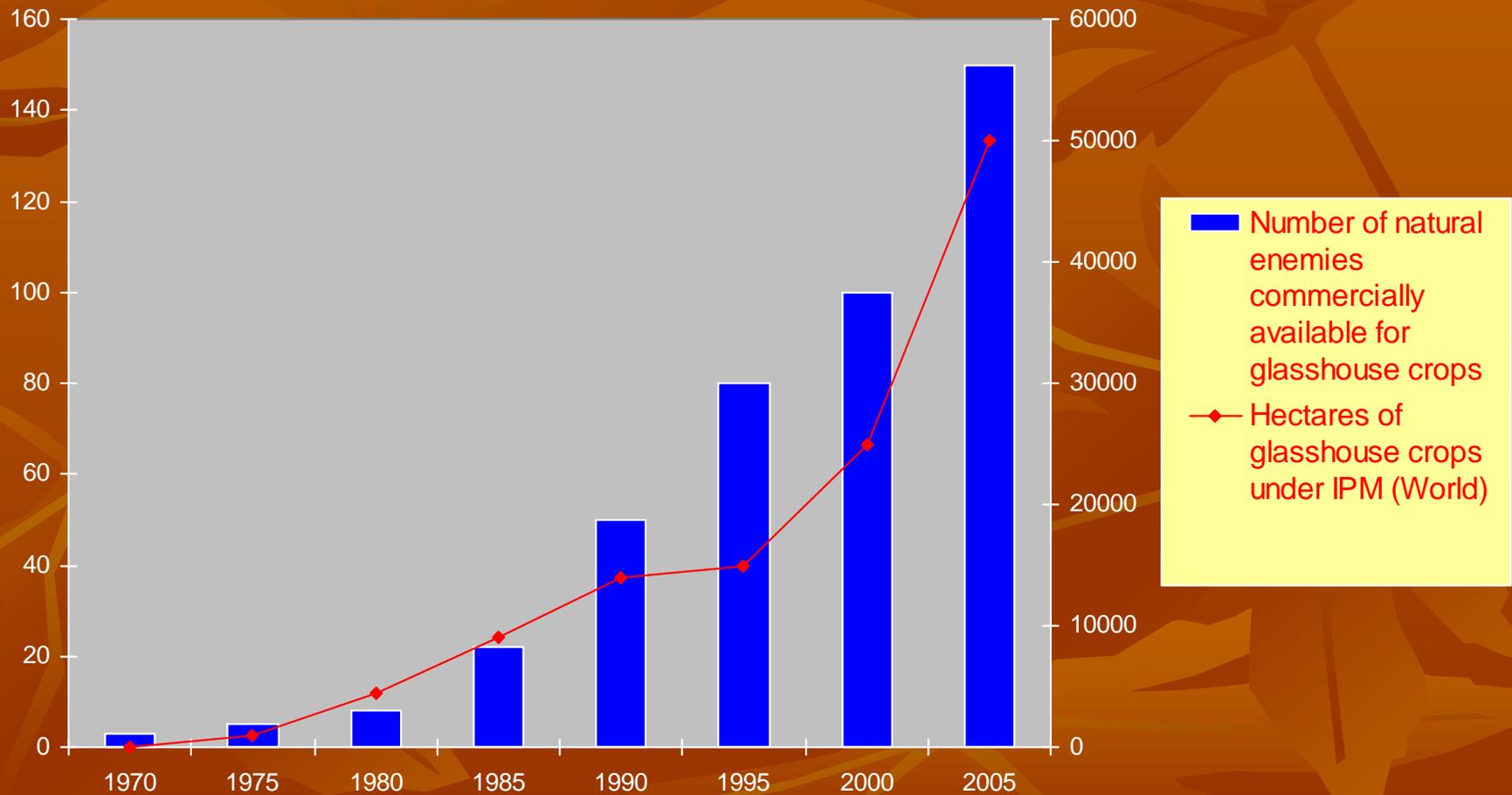
# WHERE WE ARE HEADING (1): ALTERNATIVES READILY AVAILABLE (IP)



The ICM ladder

Example potatoes

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



# 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

