

***Sustainability and Productivity: Can't have one without the other***

**ECA'S FRUIT LOGISTICA STAKEHOLDER EVENT**

**08/02/12,**

**1430 TO 1600**

**Topics**

- Productivity is essential to true sustainability: farming can become “greener **and** more productive”
- The impact of pesticide legislation & Sustainable Use Directive (SUD) on fruit and vegetable producers, distributors, traders and retailers .
- How new crop protection law is changing fresh food business; how the needs of fruits and vegetables have been respected
- What's changing in Integrated Crop Management; benefits of a fully integrated crop approach to produce fresh and healthy fruit & vegetables
- Commitment of industry: the Sustainable Agriculture Initiative
- A look the “minor use” related issue
- Key differences between Member States which may affect productivity and need to be addressed by the whole Food Chain
- Pest pressures
- Product choice
- Private standards

**Speakers:**

- **Jean-Philippe Azoulay, Du Pont** (TBC): Sustainable agriculture, industry commitment and principles
- **Francesca Arena, DG SANCO, Head of Pesticides Sector ( TBC)**: goals, status and outlook for the legislation and directive.
- **Luc Peeters (COPA-COGECA)**: broader European perspective; how minor crops are ‘major’ in Europe; challenges to production in member states within SUD; resistance, new pests and diseases, IPM , potential conflict with supermarket requirements based on residues vs IPM
- **Stefan Peterka, Du Pont**: industry’s commitment to sustainability; industry initiatives (ICM support, Time to change project, our food has become greener)

**Event Agenda:**

14.30 Welcome  
14.40 Presentations  
15.30 Audience Q&As  
16.00 End

**Presentation language:** English; translation to, German French, Italian, Spanish

**Venue:** Grosser Stern Exhibitor conference room

**Timing:** 8 February 2012, 14.30 -1600 hrs, duration: 1 ½ hours