



Crop Protection Industry – our commitment to sustainability

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FruitLogistica Feb. 8th 2012

No Sustainability without productivity

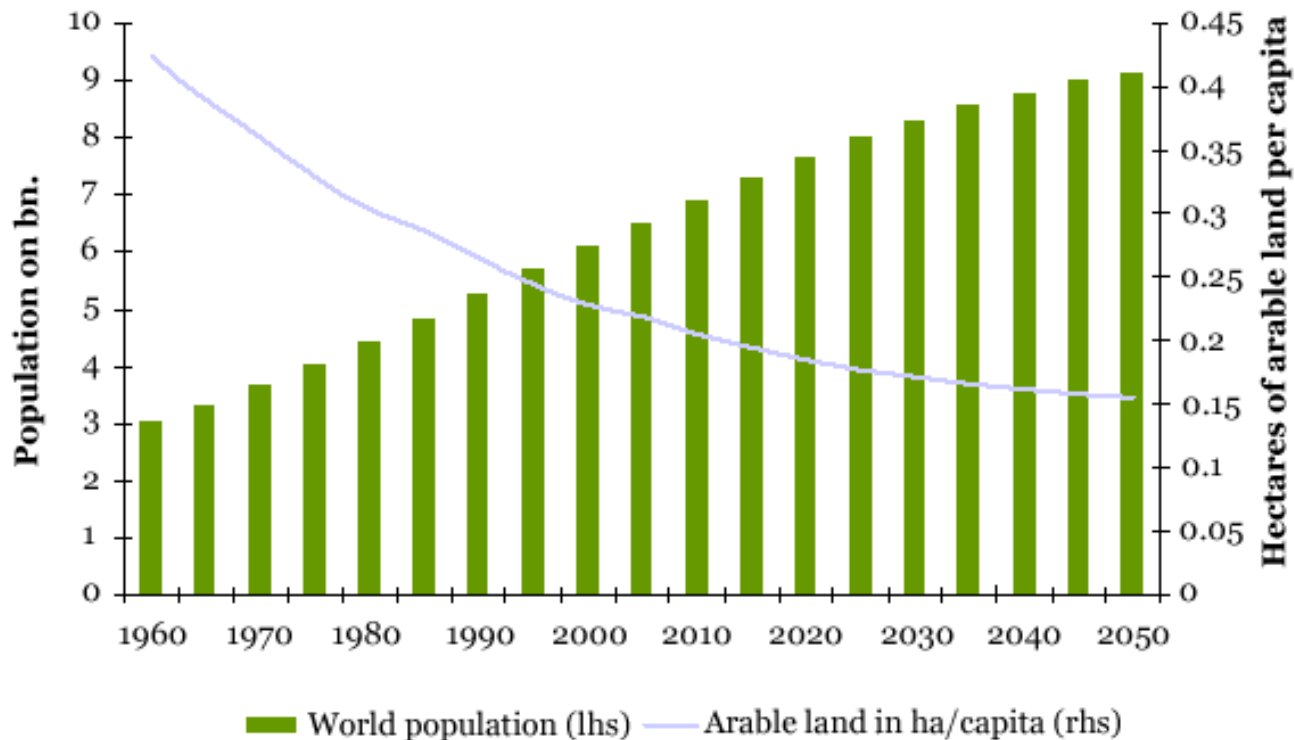


Efficient crop protection in compliance with societal and environmental needs



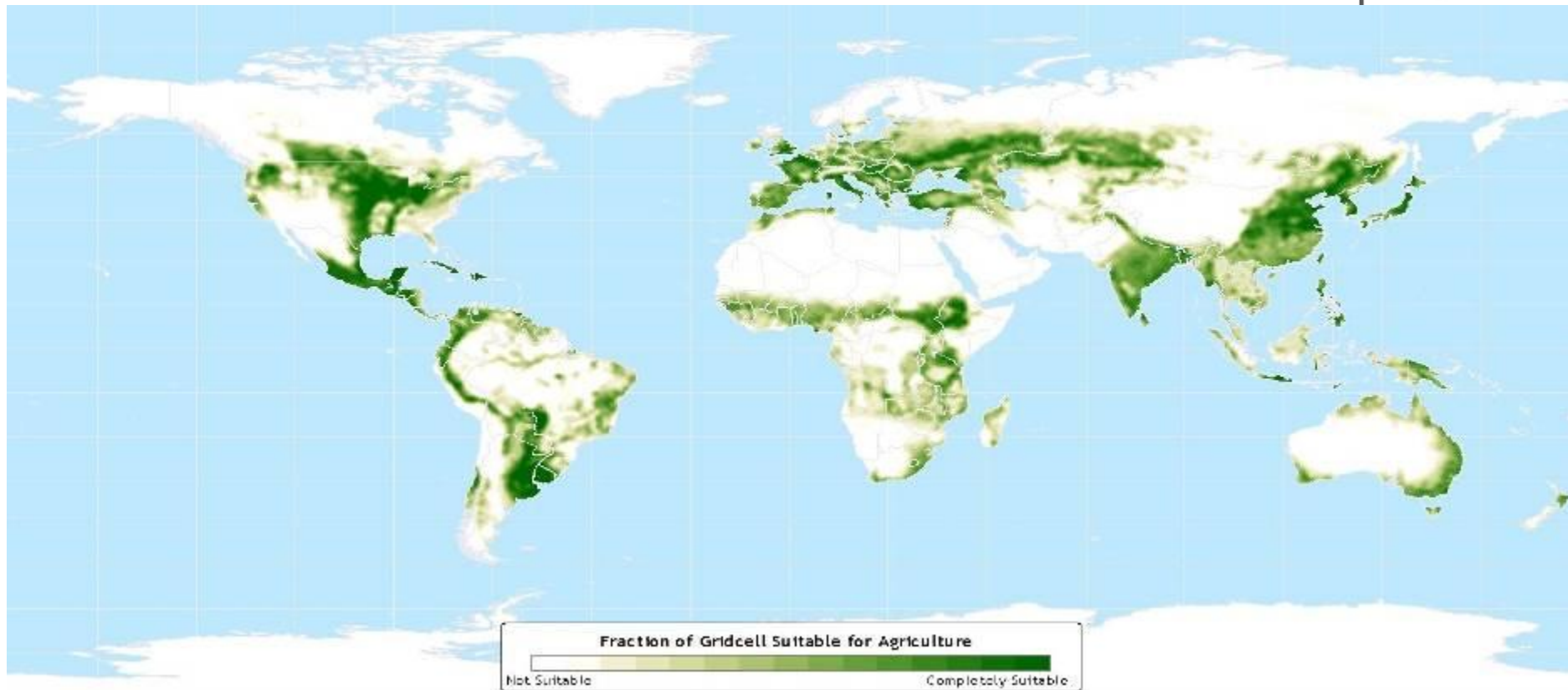
Driver of Agricultural demand: population growth

Around 80 million extra people have to be fed each year



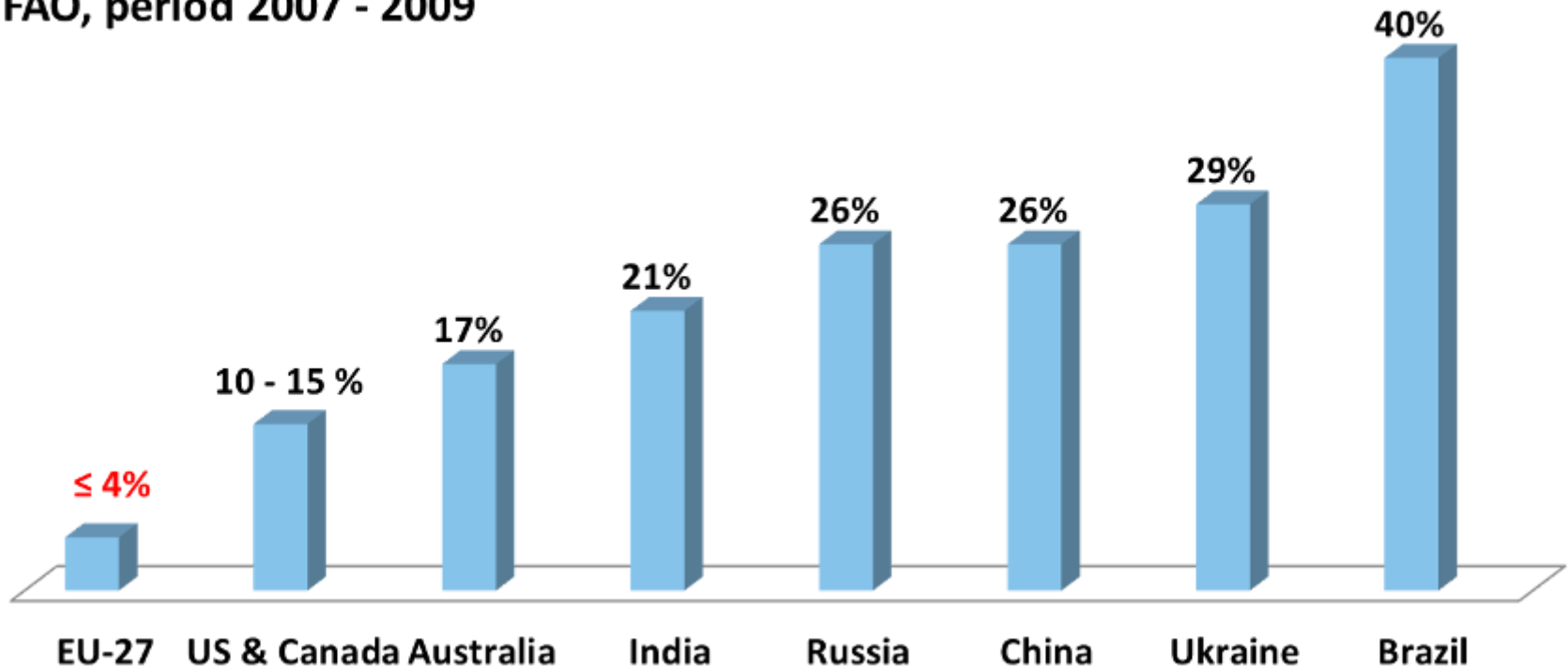
Source: U.N., World Population Prospects, FAO (2008)

Agricultural Suitability



Source: Ramankutty,
N., et al. (2001)

Production growth by 2019 FAO, period 2007 - 2009



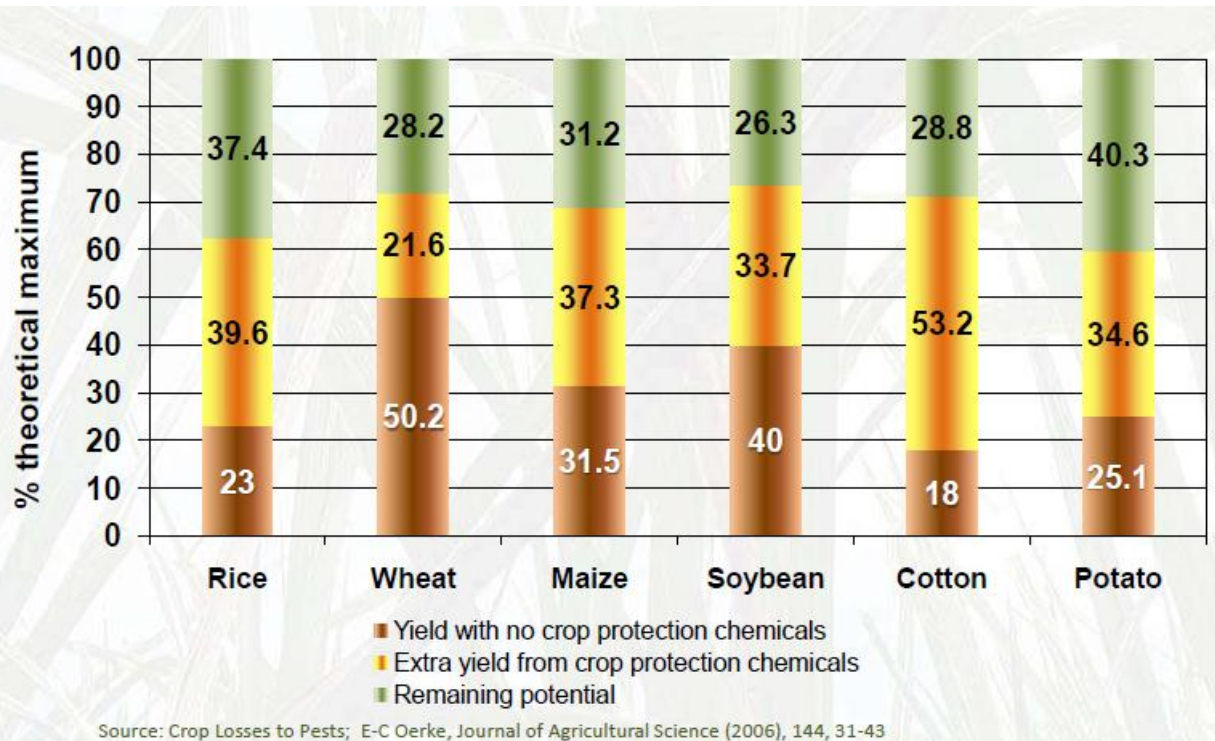
Source:
OECD-FAO (2010)

**Europe is a net food
importer of 35 Mio. ha!**

Von Witzke (2011)



No Sustainability without Productivity - the contribution from crop protection

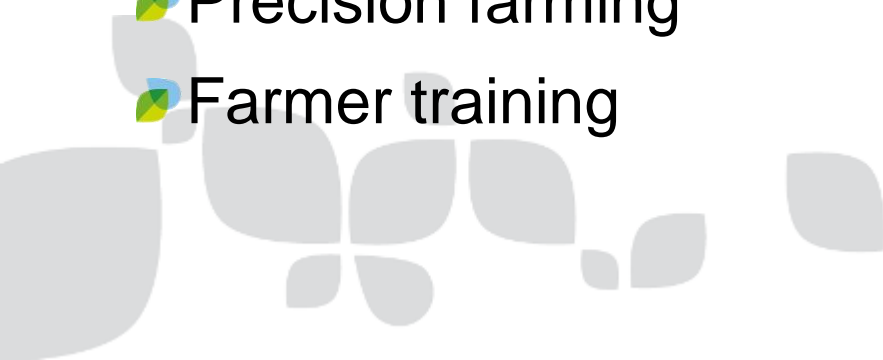


The average wheat yield increased from 2 to 6 t/ha compared to 1962
(DG Agri 2011)

No Sustainability without productivity

Increasing productivity is...

- ▣ Saving water
- ▣ Saving agricultural area
- ▣ Reducing waste
- ▣ Reducing environmental/carbon footprint
- ▣ **But you have to be smart...**
- ▣ Integrating crop production
- ▣ Precision farming
- ▣ Farmer training



Pest monitoring – targeted use of crop protection



No Sustainability without society – food related health issues

Consumer concerns

■ Worried ■ Not worried

1. Pesticide residues

72%

27%

2. Food poisoning from
bacteria

62%

37%

3. Putting on weight

47%

52%

Source: Eurobarometer, 2010
Prompted survey

Statistical Reality

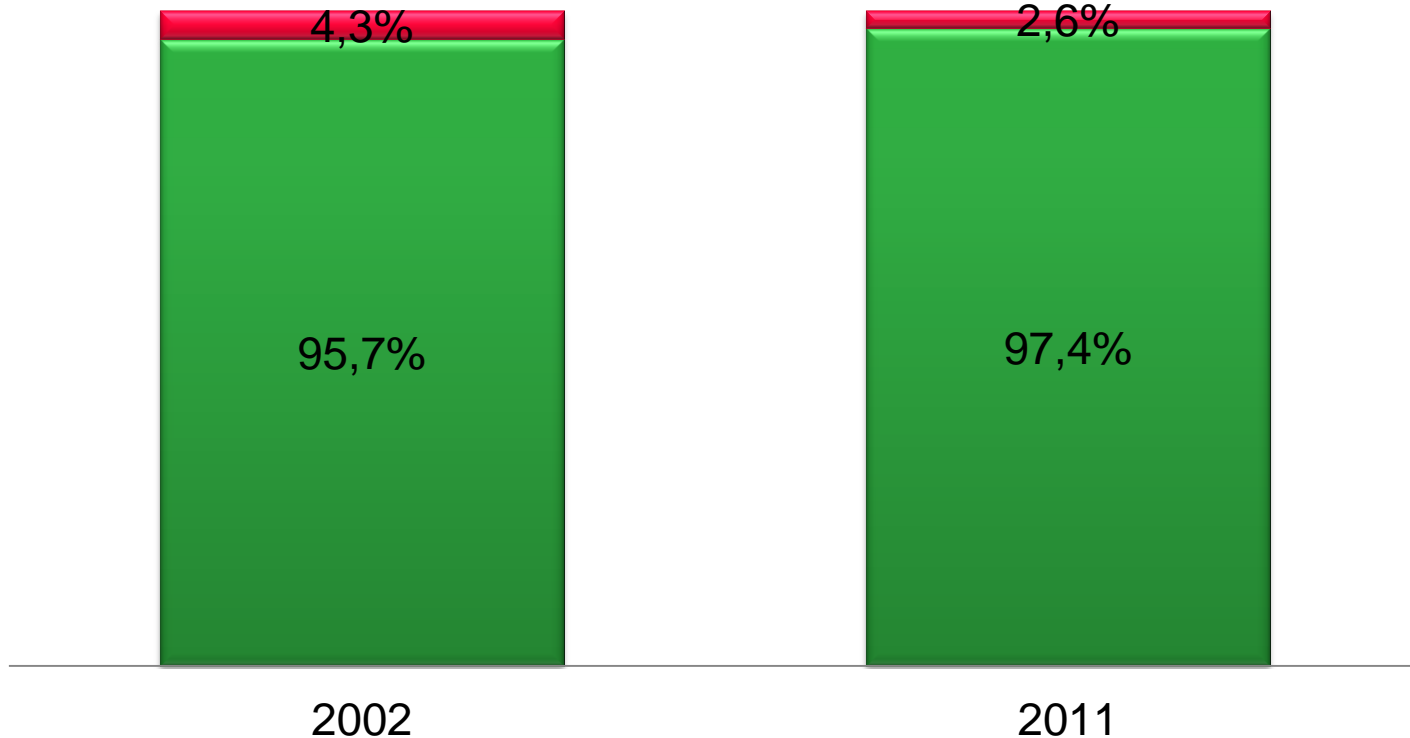
1. Obesity

2. Toxic Microorganisms
(*Salmonella* spp.)

3. Natural Toxins

Source: Diehl, J. 1998

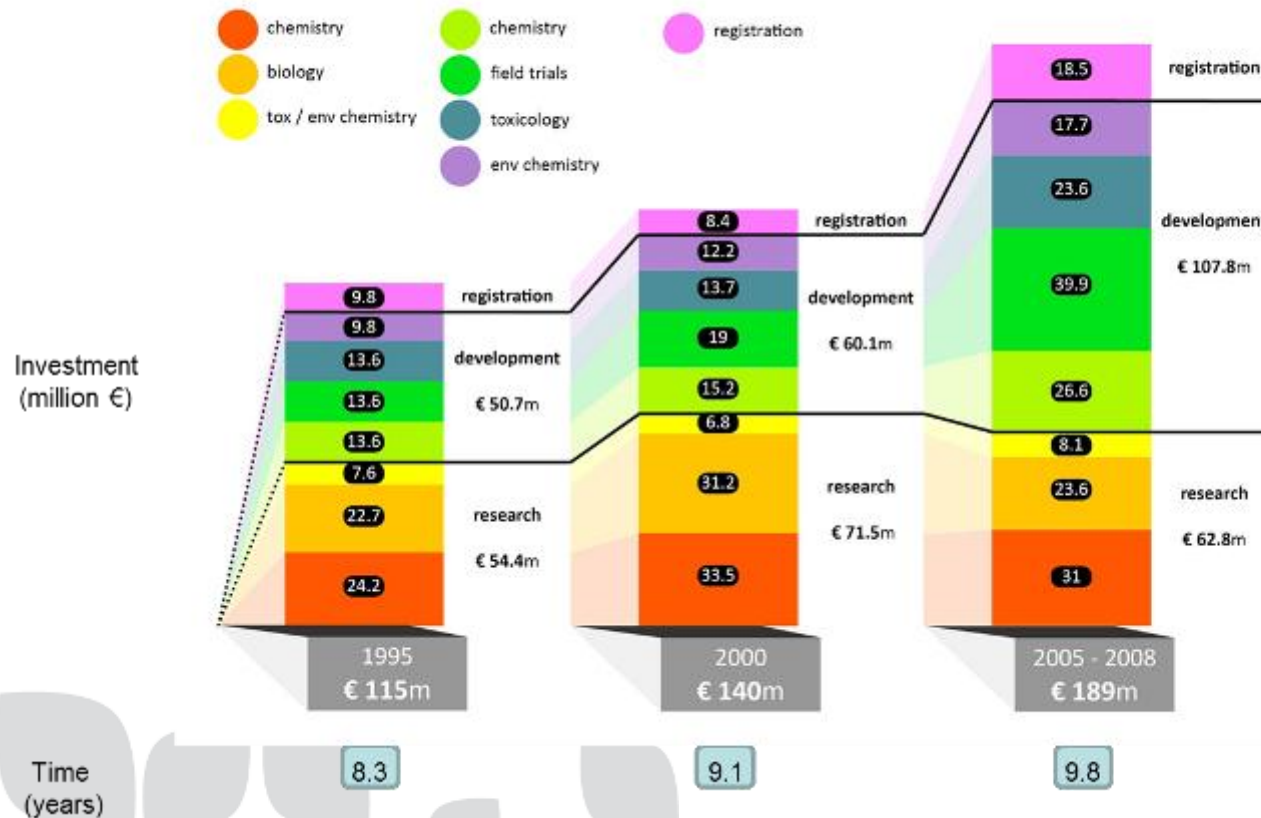
MRL exceedances – improved, but still not there



- Samples containing residues above MRL
- Samples containing pesticide residues below or equal to MRL

The Crop Protection industry - investment for higher productivity & improved environmental fit

New Agrochemical product discovery, development and registration in 1995, 2000 and 2005-2008 (Phillips McDougall)



The Crop Protection industry - transparency & proactive responsibility

ECPA – Hungry 4 Change

We are committed to.....

**enhancing
biodiversity
and natural
habitats**



**protecting
and
conserving
water**



**safe-guarding
the health of
farmers and
the public**



**contributing
to a healthy,
high quality,
affordable
food supply**



The Crop Protection industry – We want to be measured



- 1: Promote buffer strips; tailor-made application;
- 2: Analytical standard to measure contamination for external certified labs;
- 3: Sustainable water management for all EU production sites;
- 4: TOPPS/PROWADIS training for sales/marketing.



- 1: MRL management system for all EU countries, targeting hotspots: towards no exceedances;
- 2: Anti-counterfeit initiatives in all EU countries;
- 3: Minor use programs prioritized and initiated (together with stakeholders);
- 4: MRL/Residue/minor uses-training for sales/marketing



- 1: Container Management Systems in all countries; return EU wide >60%
- 2: Safe Use Initiative or adequate training in all countries established;
- 3: Scientific board to evaluate possible studies and explore role of epidemiology in regulatory;
- 4: CMS/SUI training for sales/marketing.



- 1: Multifunctional field margin programs in key EU countries;
- 2: Develop indicators and enhance biodiversity in field margin, buffer strips, set aside areas;
- 3: Connect existing Demo-Farms and establish new ones in all EU countries;
- 4: Biodiversity- training for sales/marketing

ECPA – towards a major change process

- ▶ Looking to develop a new **business model for industry** & protect human health & environment
- ▶ Be **more open** engaging with stakeholders
- ▶ Members commitment to **new declaration of principles** with **new vision and values** (available on [ECPA website](#))
- ▶ Launch of an **independent Advisory Board** to verify if projects meeting public needs & concerns



Food Security – Together we can nourish the world



Challenges of ensuring food security:

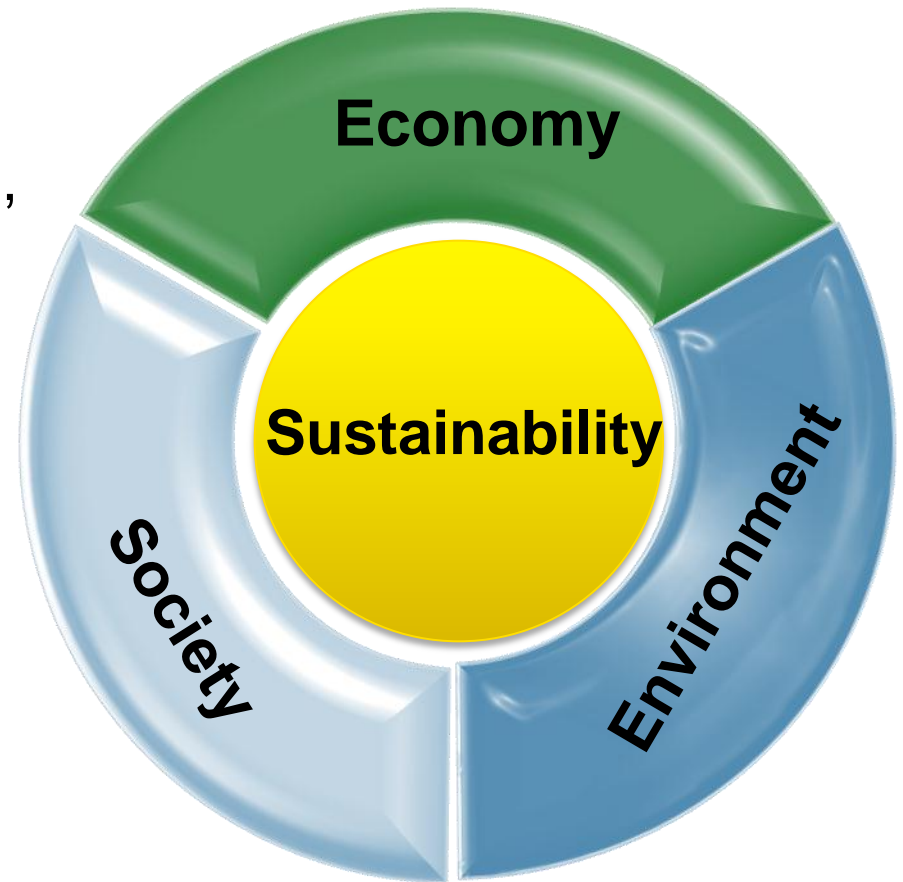
- Agricultural output
- Healthy and more nutritious food
- Availability, affordability and safety
- Sustainability

DuPont commits 60% of its corporate R&D dollars toward this goal



Sustainability can only be achieved together

- Agricultural input industry
(seed, fertilizer, crop protection, machinery,....)
- Research
- Authorities
- Growers & grower associations
- Importers & exporters
- Retailers
- Consumers & consumer associations



Thank you very much for your attention.

