



**Production & Trade in Europe:
Key Data, Challenges, Opportunities and
Recommendations**

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ACTIVITY REPORT 2016



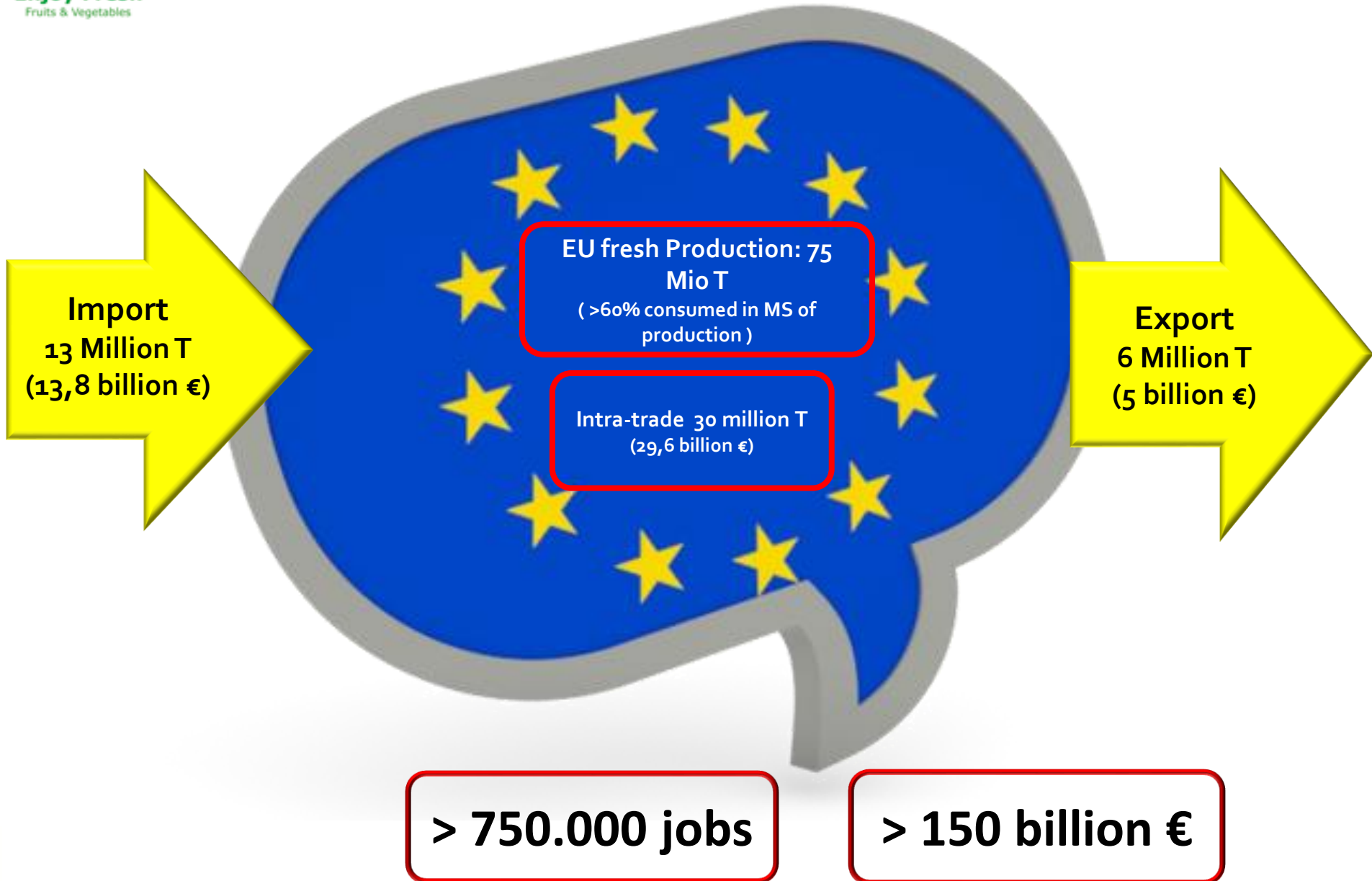


Fresh Produce : Key Data



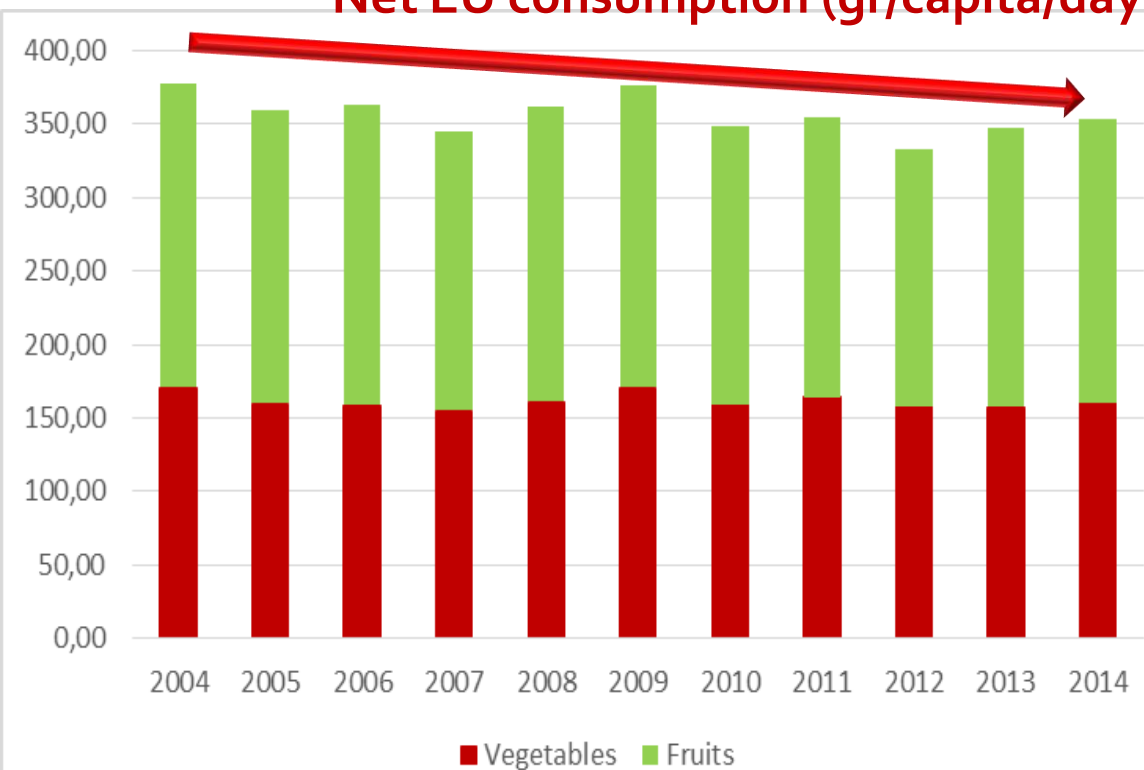
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Key data (1)



Status last decade:
After decline, towards a
recovery?

Net EU consumption (gr/capita/day)



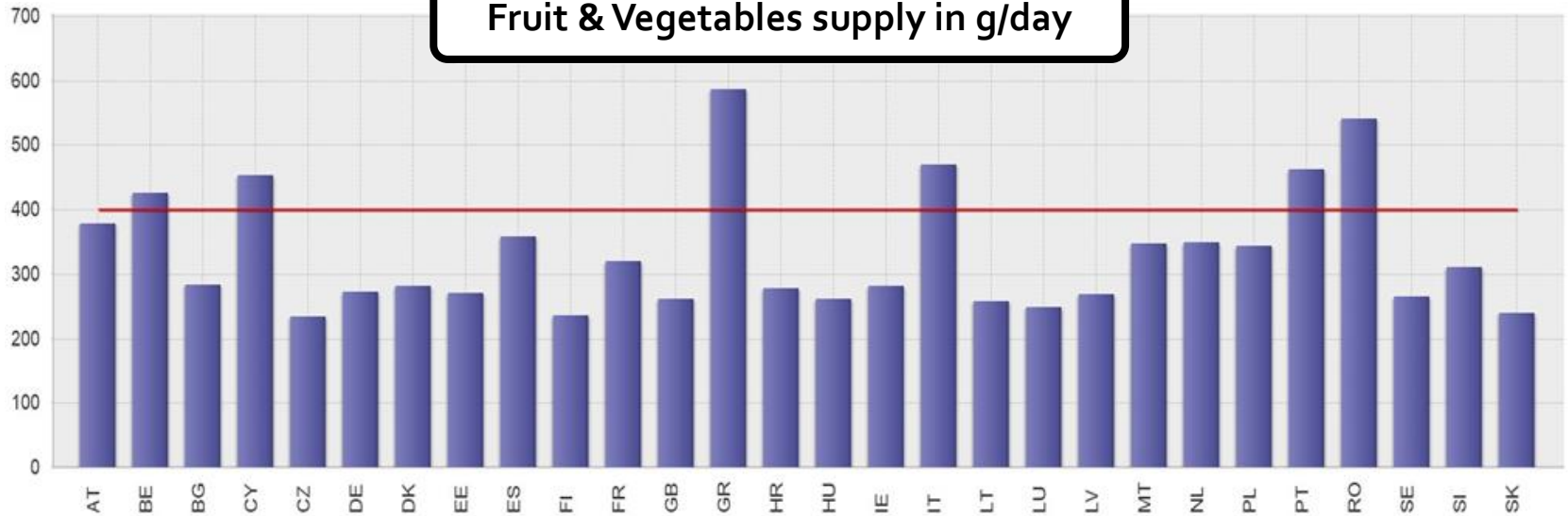


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Key data (3)



Fruit & Vegetables supply in g/day



**Current status:
22 out of 28 MS below
400 gr/day**



Key data (4)

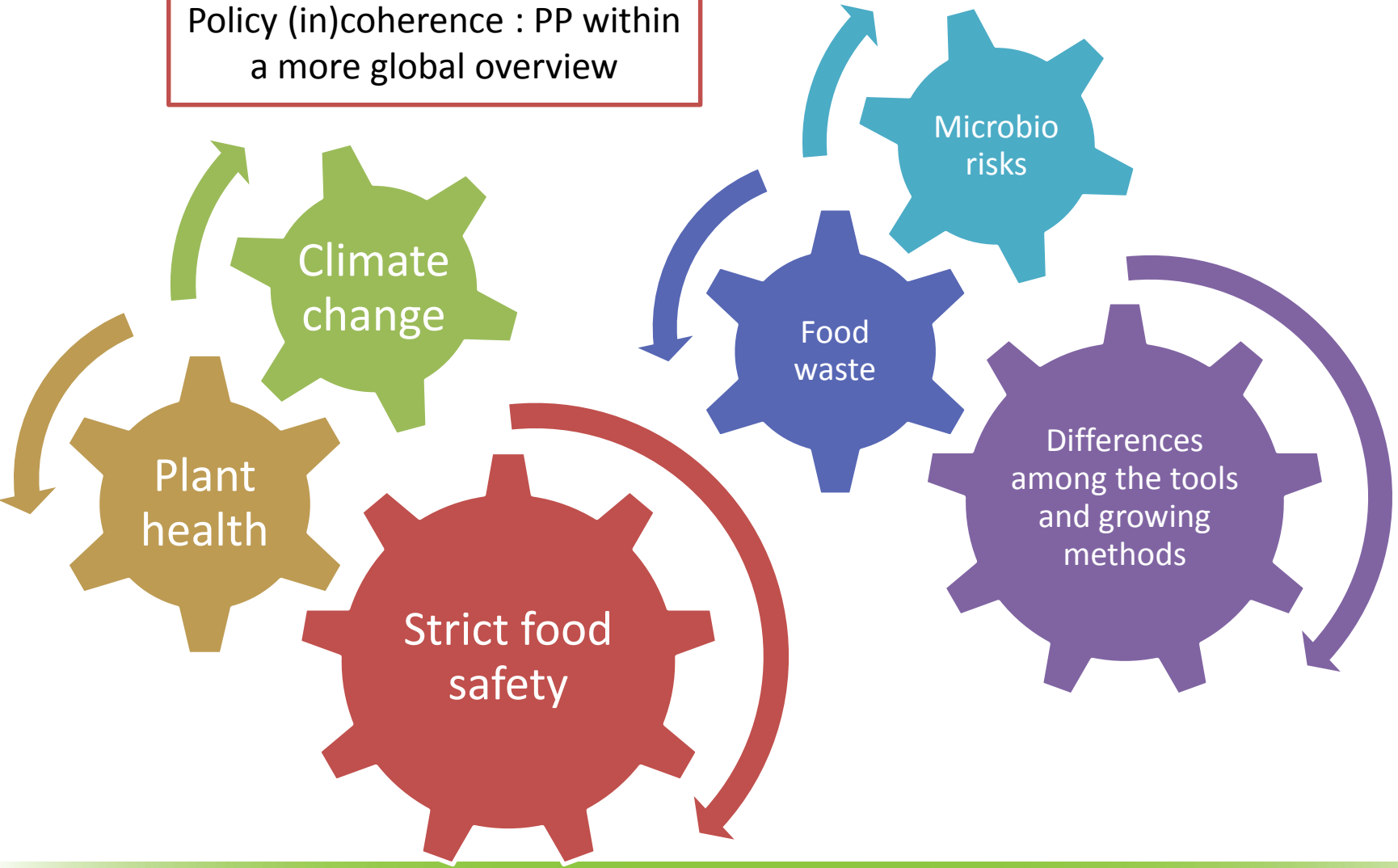




Challenges for the sector

Challenges (1)

Policy (in)coherence : PP within a more global overview



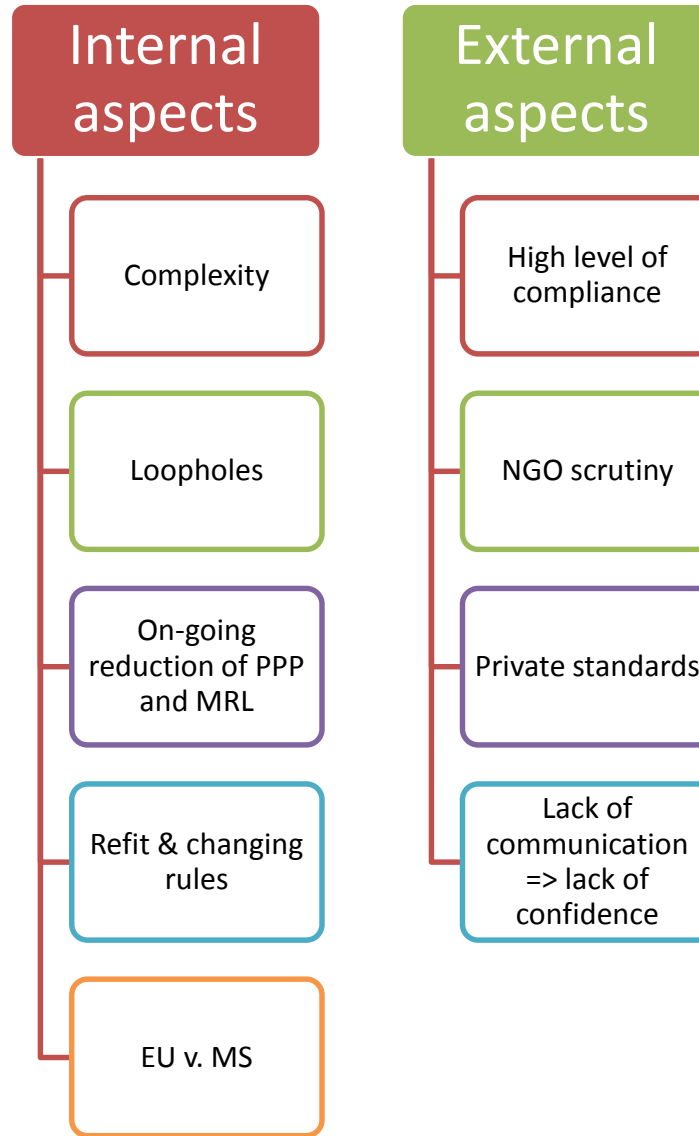


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Challenges (2)



EU regulatory environment for
PP and its MRL





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Challenges (3)



EU regulatory environment :
business implications

Growers

- Less and less tools (bees, ED,..)
- Minor use & orphan crops
- Distortions due to (lack of) registration
- Competitiveness and lack of understanding of use by others
- Liability

Operators

- Different rules according to market and customers
- Changing rules
- ARfD, import tolerance
- Compliance plant health considering private standards
- Liability for compliance - RASFF and Hot spots



Opportunities and recommendations



Opportunities & recommendations (1)

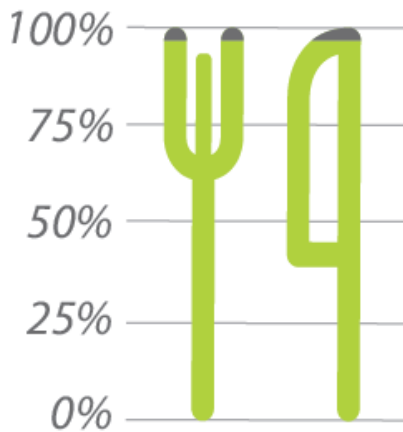


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Compliance

Strong commitments of the sector towards GAP, IMP, GHP, monitoring, certification, etc.

High level of compliance in the Annual EFSA MRL 2014 report => collective responsibilities to prevent and address non compliance



97%

of samples in 2014 were **free of residues** or contained residues that were within legal limits





Opportunities & recommendations (2)



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Communication and confidence

- Role of public authorities in securing consumers confidence
- ECPA campaign: #WithOrWithout
- NGO campaigns



The Bitter Taste of Europe's Apple Production

and how Ecological Solutions can Bloom



June 2015

GREENPEACE



With or without pesticides?



With or without pesticides?



ecpa.eu/withorwithout





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Opportunities & recommendations (3)



Supply chain approach



Leadership and stewardship role of PP Cie with the sector for use and compliance



Supply chain approach for compliance of market/customers



Growers and research center to implement technics to reduce pesticide dependency



Role of the Agrifood chain RT in Brussels for monitoring, networking and lobbying as appropriate



Sector Monitoring





Opportunities & recommendations(4)



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R&I



Partnership

Building a future on quality, assets and innovation



Quality
Freshness,
taste



Sustainability

“Win- win” when working together for supplying sustainable fruit and vegetables for the benefit of consumers





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