

Integrated Pest Management

European Crop Protection Association (ECPA) is fully committed to IPM thanks to the innovation and engagement of its members

Jean Charles BOCQUET, Director General, ECPA

IPM Innovation in Europe, POZNAN, 14-16/01/2015

Proposed agenda

- General considerations
- Crop protection solutions: continuous improvement process
- How to boost innovation?
- Our members are engaged in biocontrol and IPM



ECPA...

- ...represents the **highly innovative, R&D-driven crop protection industry** in Europe
 - 21 multinational companies; 32 national associations; 26,000 people
- ...advocates **policies and legislation that foster innovation**
 - giving Europe's farmers the tools they need to help meet the world's growing food demand in a sustainable way
- ...promotes good agricultural practices through **Hungry for Change projects**
 - ensuring safe and affordable **food**; safeguarding **water**; enhancing **biodiversity**; protecting the **health** of farmers and the public



Hungry for Change: Priorities



Water: protect and conserve water resources by introducing innovative crop protection solutions and promoting sustainable agricultural practices



Food: contribute to a healthy, high quality, affordable food supply for all by maintaining plant health, increasing plant productivity and sustainable farm practices



Biodiversity: enhance biodiversity and natural habitats within farming landscapes, by using our expertise in plant protection and agricultural practices



Health: safeguard the health of farmers and the public by introducing innovative technologies and promoting best safe-use practices



Our challenges

- Society-Agriculture gap: public ignorance of the reality of agriculture and... myths!!!
- Public concerned/afraid by traditional CPPs (pesticides)
- Policy-making based on hazard and public pressure
- Industry reputation

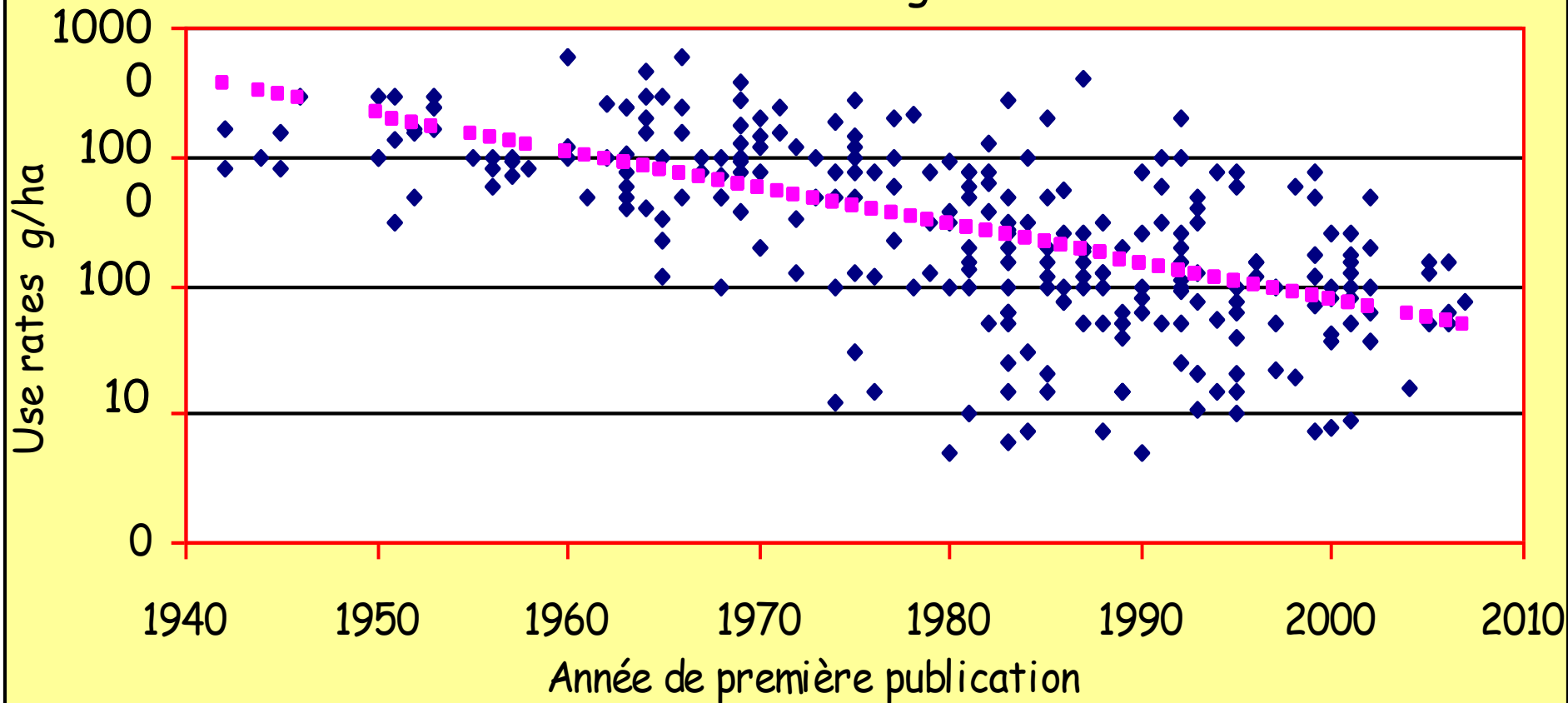
Crop protection industry: committed and responsible

- Significant progress in products profile (AIs, formulations, packaging)
- Solutions provider for competitive and sustainable farming model
- One of the most regulated sectors
- A global R&D sector (seeds, classical chemistry, natural imitative chemistry, bio solutions, decision-making tools)



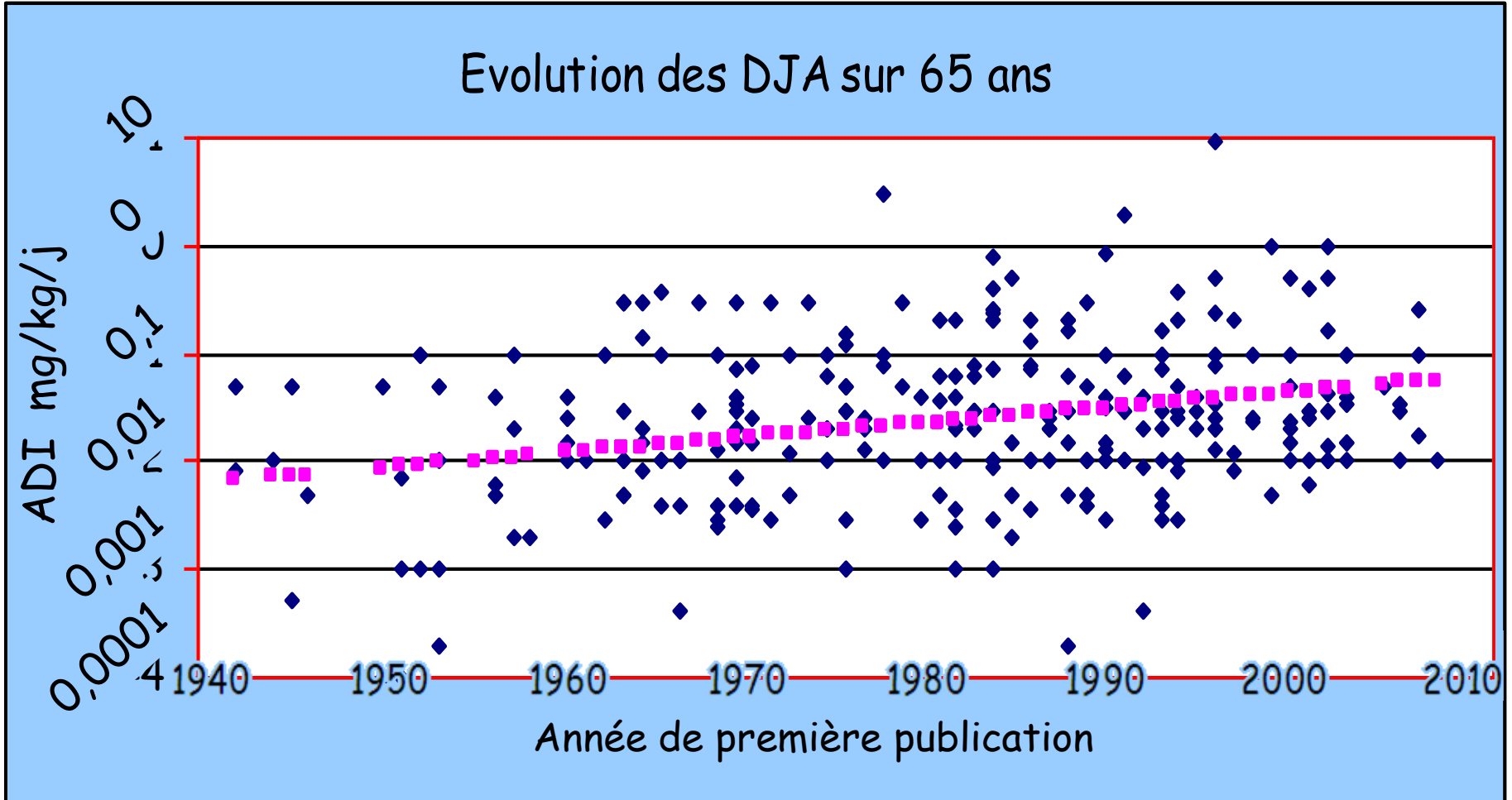
More targeted AIs: smaller doses

Evolution des doses d'homologation sur 65 ans



→ Average use rates 25 times lower today than 65 years ago

Tox profile improvement



→ Products now 6 times safer

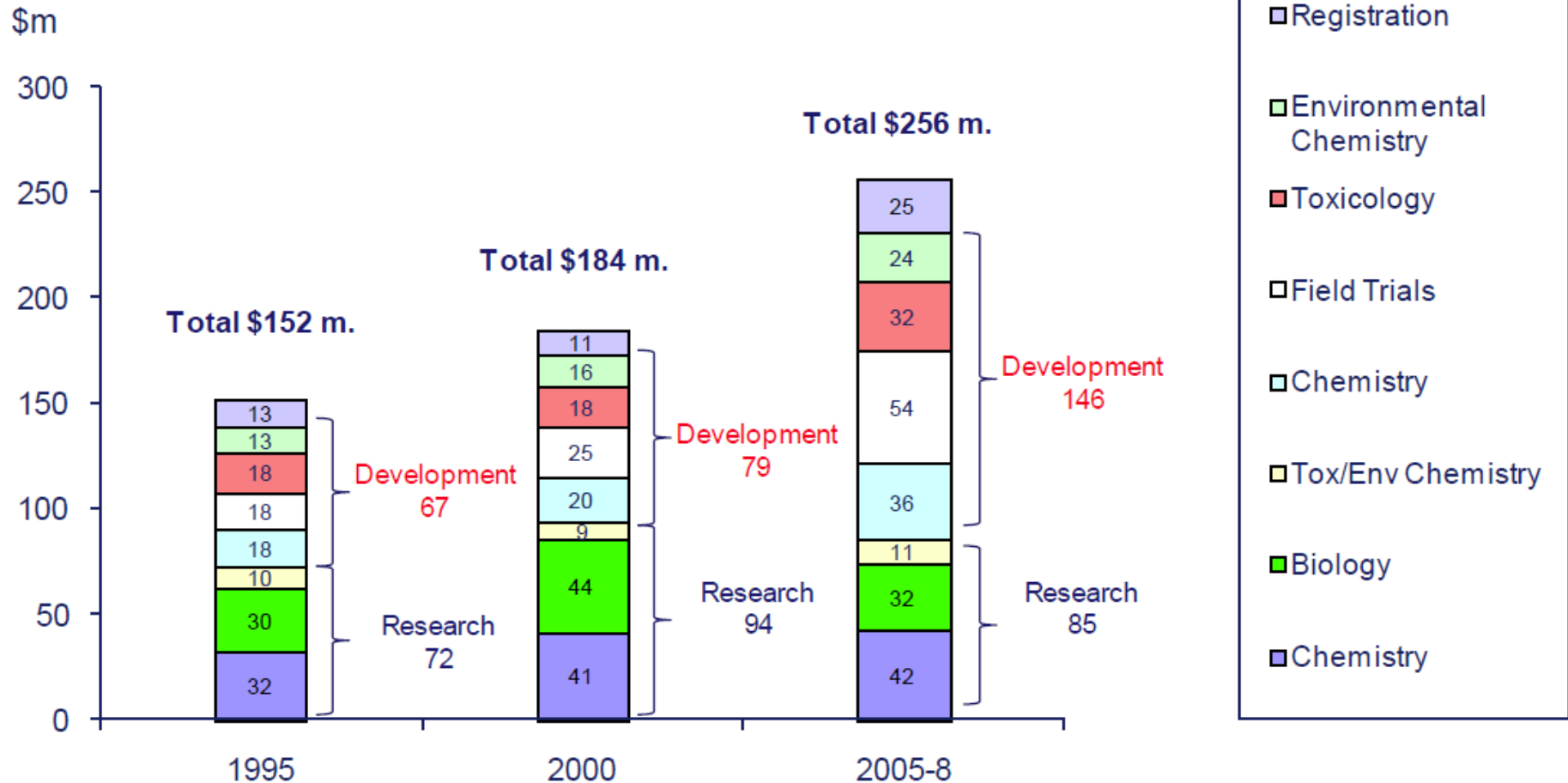
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The cost of innovation: Concern or opportunity?

Figure 1: The increasing cost of bringing a new Active Ingredient to the market*



* Results of a study undertaken for ECPA and CropLife America

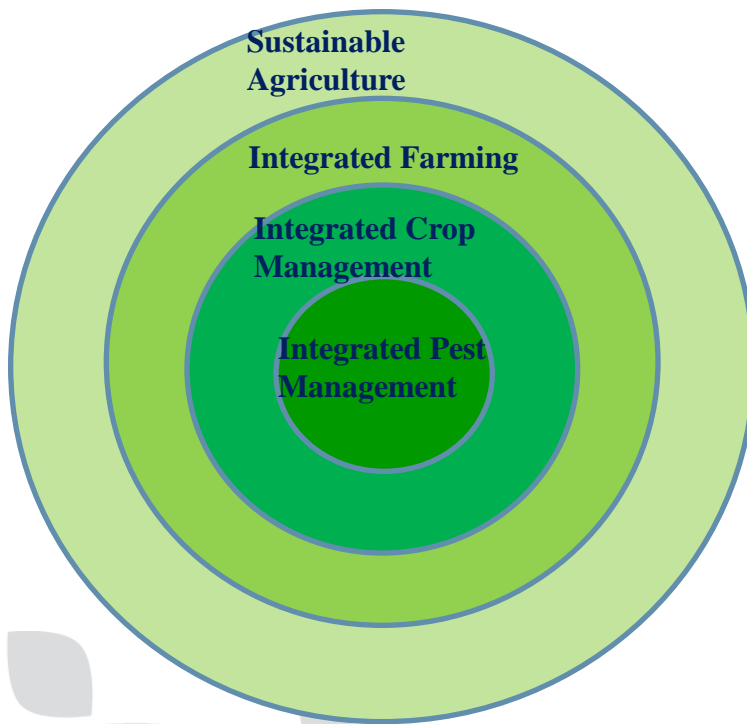
Why those concerns?

- 10 years+ and > €250 million for a new solution
- EU is losing attractiveness (*McDOUGALL: EU 33 of global CPP R&D in early 80's versus 7.7% today!*)
- Current regulation not effective (Art.43...)
- Delays in setting the rules (Endocrine Disruptors...)
- Precautionary principle application (NNI's...)
- Industry efforts and progress not adequately recognized and taken into account



Crop protection and sustainable agriculture

ECPA members are solution providers



Sustainable crop solutions

(BAYER CropScience slide)

Depending on specific market conditions, individual solutions for **customer needs** can be made available through different technology platforms

Molecular Biology

Molecular Biology, Chemicals and Biologics can be efficient solution-providers for unmet customer needs - each requiring a different expertise

Customer Needs

Disease control
Weed control
Pest control
Plant health

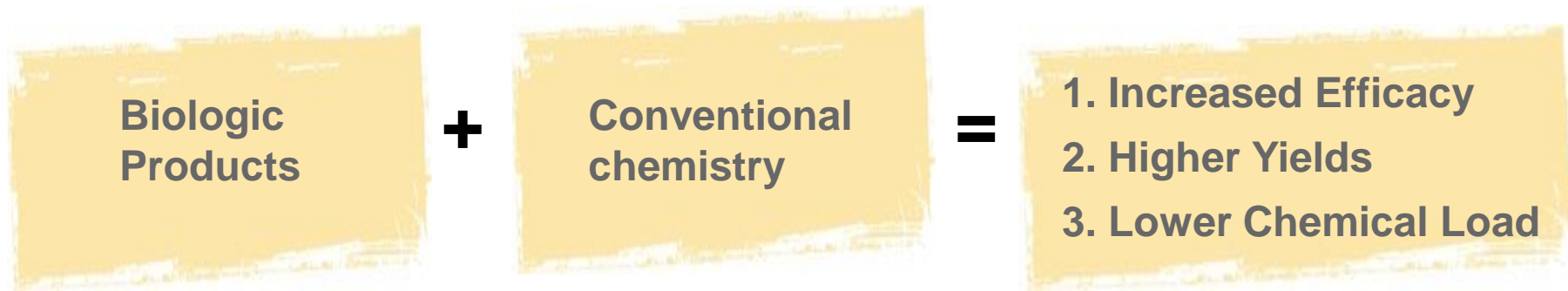
Synthetic Chemistry

Biologics*

Integrated Solution & offering for growers

*Suitable for conventional and organic agriculture

Biologic products can be used many ways *(BAYER CropScience slide)*



By Themselves

- Efficacious
- Shelf-stable
- Combination of metabolite and microbial MOA
- Access organic or “residue-free” ha’ s

In Tank Mixes

- Stable in mixes
- Compatible with chemistry
- Resistance management

In Alternation

- Broaden spectrum of control
- Fill in when there are limits on number of chemical sprays
- Cost effective

IPM is a reality today! (SUD 128/2009/CE)



timing	Issues		
2011	Entry into force of all National laws, regulations and administrative provisions to Implement SU DIR	MS to ensure risk or use reduction in public areas	MS to implement certification system for equipment inspection
2012	Communication of NAPs to the Commission	Commission and MS to develop strategic guidance document on surveying impacts of pesticide	
2013	Establishment of training certificate systems for prof. users, distributors & advisors	MS to ensure the best technology for aircrafts	MS to report on implementation of measure to promote low pesticide input & conditions to implement IPM
2014	Report by Commission to EP and CS on NAPs content	MS to report (in NAPs) on how it is ensured that IPM is implemented by all professional users by 1.1.2014	
2015	Distributor 1 staff to be trained. Professional users being trained. Restriction of sales to professional users holding a certificate		
2016	All (despite exemptions) equipment to be inspected at least one. Only inspected equipment shall be in professional use		
2017	Deadline for revising NAP		
2018	Report by the Commission to EP and Council on the national experience with targets. Accompanied, if necessary, by legislative proposals		

Organic and bio-control offer: a reality for our members



- Insecticides and fungicides authorized for organic farming in France supplied by UIPP (French CPA) members
 - 135/376 (**40 %**)
 - 16/21 UIPP members (*) are offering solutions for organic farming (**75%**)
- At end of 2012, 39 substances and 79 products available in France for the “NODU vert” (indicator for green products)
 - 37 products (**47%**) supplied by UIPP members

(*) :12 ECPA members/21 members are IBMA members

Integrated pest management (IPM)

IPM is a holistic approach to sustainable agriculture that focuses on managing insects, weeds and diseases through a combination of cultural, biological and chemical measures that are cost effective, environmentally sound and socially acceptable.¹ This includes the responsible use of crop protection and plant biotech products.

WHY IS IPM IMPORTANT?

GLOBAL POPULATION
is on the rise



and therefore so is
FOOD DEMAND



this means farmers must
INCREASE YIELDS
ON EXISTING LANDS



IPM provides farmers with tools and strategies to
SUSTAINABLY MAXIMISE PRODUCTION

AND
MINIMISE LOSSES
DUE TO INSECTS, WEEDS
AND DISEASES



while
PROTECTING BIODIVERSITY
AND LOOKING AFTER
THE ENVIRONMENT



KEY COMPONENTS OF AN IPM STRATEGY

FARMERS

are the primary
decision makers in
implementing IPM
strategies



PREVENT
the build-up
of pests

- understand conditions
- select varieties
- manage crops

MONITOR
crops for both
pests and
natural control
mechanisms

- inspect fields
- identify issues
- determine action

INTERVENE
when control
measures are
needed

- choose method
- plan approach
- intervene responsibly

¹ECPA and its member companies support the IPM definition put forth by the International Code of Conduct on Pesticide Management (FAO, 2012). See also Article 3 of Directive 128/2009/EC on Sustainable Use and its annex 3.

Role of the crop protection industry



RESEARCH & DEVELOPMENT

- Developing innovative chemistry and other control agents to manage insects, weeds and diseases
- Improving crop varieties with pest and disease resistant traits



TRAINING

As part of an on-going commitment to stewardship, the crop protection industry has several initiatives in place providing for training on best management practices, including IPM strategies.



RESISTANCE MANAGEMENT

Over time, pests can develop resistance to different control methods. The plant science industry works to provide strategies and information that can help farmers manage insect, weed and disease resistance.



IPM TRAINING INCLUDES:

IDENTIFYING
beneficial insects



WHEN AND HOW
to manage pests



RESPONSIBLE USE
of crop protection products



PROPER DISPOSAL
of empty containers or unused products



Thank you
and let's drive contribution
to Sustainable Agriculture
TOGETHER!

www.ecpa.eu

www.hungry4change.eu

