Hungry for change

An initiative to promote responsible use of pesticides – a focus on anti counterfeit

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Prague, 15th October 2015

This presentation:

- **About ECPA**
- **The food supply challenge** – the role of PPPs
- **Hungry for change** – challenging perceptions
  - A thematic approach – based on priorities
  - Projects – on the ground, leading by example
  - A focus on anti counterfeit

About ECPA:
Our network

- Representing the crop protection industry in Europe
- 20 companies, 32 NAs, 26,000 people
- We advocate for policy that supports innovation and allow farmers the tools they need
- Raise awareness of valuable contribution of crop protection and good agricultural practices

The food supply challenge:
Where are we today?

- **Safe, quality, affordable food for a growing population**
  - 9 billion by 2050
  - State of biodiversity and ESs
  - Natural resource use
    - Water, soil, non-renewables
  - A changing climate

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We need to produce more:

With minimal expansion of the agricultural land-base

With more efficient use of natural resources

With practices that maintain essential ecosystem services

PPPs have important role

Our contribution:
Hungry for Change

- **A new direction for the crop protection industry**
  - To better address societal concerns
  - To achieve more by working with stakeholders
  - To lead by example and deliver thematic projects
  - To encourage change by promoting best practices
  - To better communicate our role as solution providers for sustainable productive agriculture

The Life Cycle Approach
Always to keep in mind !

Industry

Distributors , advisors , authorities , farmers

REGISTRATION

Addressing concerns:
Four themes,12 projects

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Health:

Minimise risks to operators and bystanders

Water:

Prevent contamination

Food:

Minimise residues

Biodiversity:

Maintain and enhance

Health

Container Management Systems

Reducing exposure risk with safe disposal of empty PPP containers

•Cleaning (triple rinse, inc. video guidance)

•Collection points

•Disposal / recycling

- Industry involvement >25 European CMS schemes
- In 2014, industry data for 18 national collection schemes shows 18,000 metric tons of plastic recovered
- 72% recycled into electric conduit and other construction materials
- Remainder used for energy recovery

Health

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Closed Transfer Systems

Minimizing exposure risk with CTS technology

- Evaluation of how industry can support wider uptake of CTS
- Involving farmers and sprayer manufacturer
- Standardization?

Water

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TOPPS

Promoting best practices and innovative solutions to protect water

- Training and demonstration events for PPP operators
- Point and drift source pollution

- BMPs developed for >20 European countries (CZ – point source and EOS)
- Trained >1,500 advisors, >3,000 farmers
- >50% water pollution from point sources – this is avoidable with BMPs
- www.topps-life.org

TOPPS Water Protection

Biodiversity

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INSPIA

European Index for Sustainable Productive Agriculture

- Validating 15 BMPs with 25 indicators
- Productivity integral
- PPP use compatible with biodiversity protection

- 58 farms
- Atlantic, Continental & Med
- Cereal, legume, oil seed, vegetable, citrus
- 2nd yr data collection ongoing
- Online indexing tool www.inspia-europe.eu

inspia

EUROPEAN INDEX FOR SUSTAINABLE PRODUCTIVE AGRICULTURE

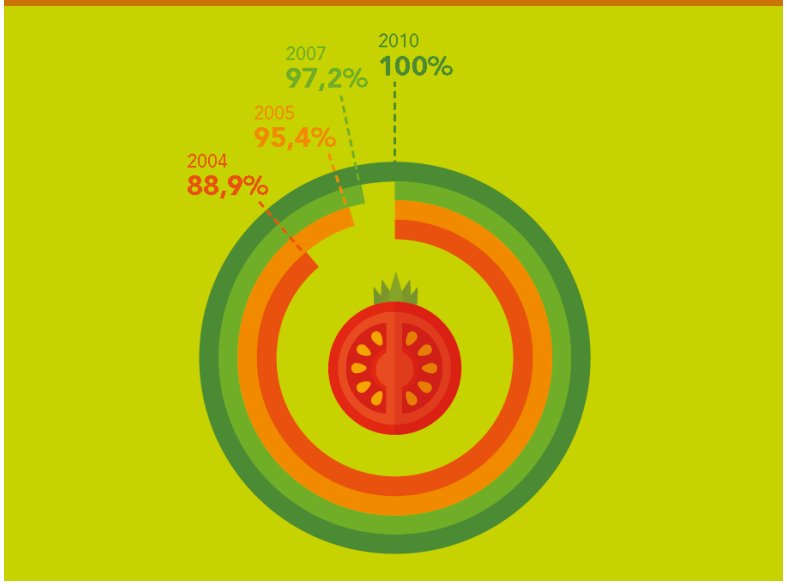
Food

Residues Management

Preventing MRL exceedances – communicating on food safety

- IPM training
- Hot-spot focus
- Addressing safety misconceptions

E.g. Almeria, Spain – has seen considerable improvement in MRL compliance for tomato and bell pepper production – also knowledge transfer to TK



Food

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Anti-counterfeit project

Helping prevent counterfeit & illegal PPPs

•Threat to environment and health

•Awareness raising

- Farmers
- Authorities

- Videos
  - *'When you buy pesticides – keep your eyes open'*
  - *'Stopping counterfeit and illegal pesticides'*
- Printed material, national TV and radio campaigns
- www.illegalpesticides.eu

Report Suspicious Activity

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Illegal pesticides : a growing issue

Criminals are some of the industry's biggest competitors in many European countries!

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European Commission (DG SANCO) study on counterfeit & illegal PPPs in EU results released on March 2nd 2015

- **Objectives: I**dentification of patterns of trade in illegal and counterfeit products within and entering EU, and an assessment of existing control measures and regulatory framework within EU.
- The overarching objective has been further divided into three tasks:
  - **Task 1**: Collection of information on trade in illegal pesticides
  - **Task 2:** Evaluation of existing control measures
  - **Task 3:** Assessment of the regulatory framework and suggestion for complementing measures

http://ec.europa.eu/food/plant/pesticides/authorisation_of_ppp/index_en.htm

Key findings: illegal represent around 10% of EU market

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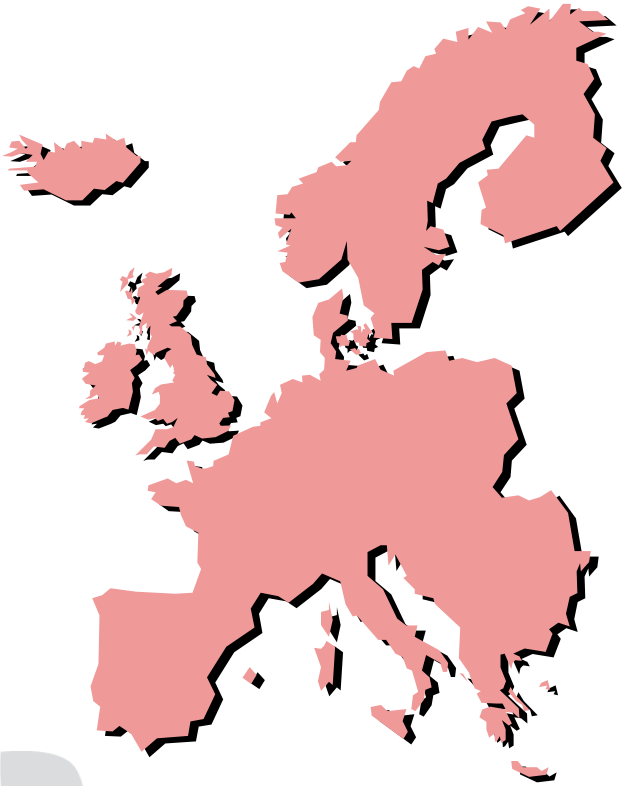
ECPA strategy : partnership and multi-disciplinary approach

ECPA STRATEGY FRAMEWORK

IMPACTS CYCLE

Market Creation & Illegal Product Supply		Illegal Product Market Entry & Illegal Product Distribution		Enforcement of Market Regulation
Farmer Looking for "Good Deals"	Criminals in Europe Seek to Meet Farmer Demand by Sourcing Illegal Products in Asia	Illegal pesticides enter Europe Criminals: Utilise Facilities for Packaging & Labelling	Distribution Across EU Internal Borders on to Farms	Market Regulations and Controls Being Ignored or Abused
Strategic Goal – Reduce Farmer Purchases of Illegal Products	Strategic Goal – Disrupt the Illegal Product Export Supply Chain	Strategic Goal – Disrupt the Illegal Product Import at Ports of Entry	Strategic Goal – Reduce & Disrupt Illegal Product Distribution	Strategic Goal – Have the Regulations and Laws Effectively Applied

ECPA European Association Network



Anti-Counterfeit Initiatives are developed in almost all ECPA National Associations
(including Russia, Ukraine, Kazakhstan)…

… and in collaboration with CropLife International

2014: Regionalisation of country projects; creation of "knowledge hubs"

- **Baltic Hub (LT, LV, EE)**
- **South-East Europe (SEE Hub): BG, RO, GR, (TR)**
- **Visegrad Hub: CZ, HU, PL, SK**

Awarness raising

Develop awarness

IMPACTS CYCLE

Market Creation & Illegal Product Supply

Illegal Product Market Entry & Illegal Product Distribution

Enforcement of Market Regulation

Farmer Looking for "Good Deals"

Criminals in Europe Seek to Meet Farmer Demand by Sourcing Illegal Products in Asia

Illegal pesticides enter Europe Criminals: Utilise Facilities for Packaging & Labelling

Distribution Across EU Internal Borders on to Farms

Market Regulations and Controls Being Ignored or Abused

Strategic Goal –

Reduce Farmer Purchases of Illegal Products

Strategic Goal –

Disrupt the Illegal Product Export Supply Chain

Strategic Goal –

Disrupt the Illegal Product Import at Ports of Entry

Strategic Goal –

Reduce & Disrupt Illegal Product Distribution

Strategic Goal –

Have the Regulations and Laws Effectively Applied

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- Farmers awareness raising – Know Your Supplier (KYS)
- Adapted into Austrian, German, Russian and Slovenian

Leveraging ECPA's anti-counterfeit videos

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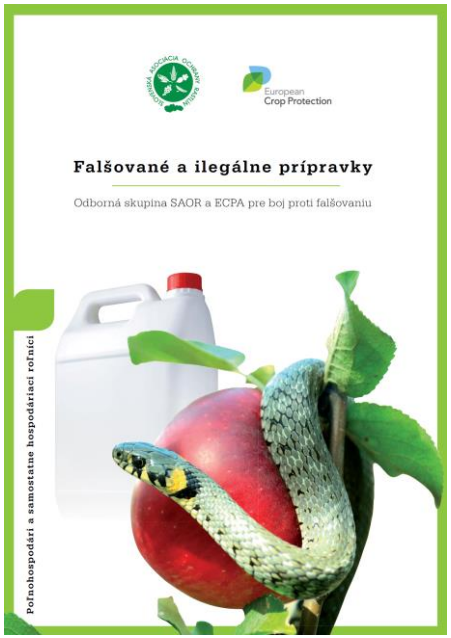
www.illegalpesticides.eu

- **Links to all language versions of ECPA videos**
- **Hosted on ECPA Youtube Channel** to increase the impact of the campaign
- **EAN** to **endorse and promote** the links respectively on national websites

KYS (KnowYourSupplier) Programmes all over Europe



Example- Brochure in Slovakia

Example- Magazine advert promoting the Hot Line in Spain

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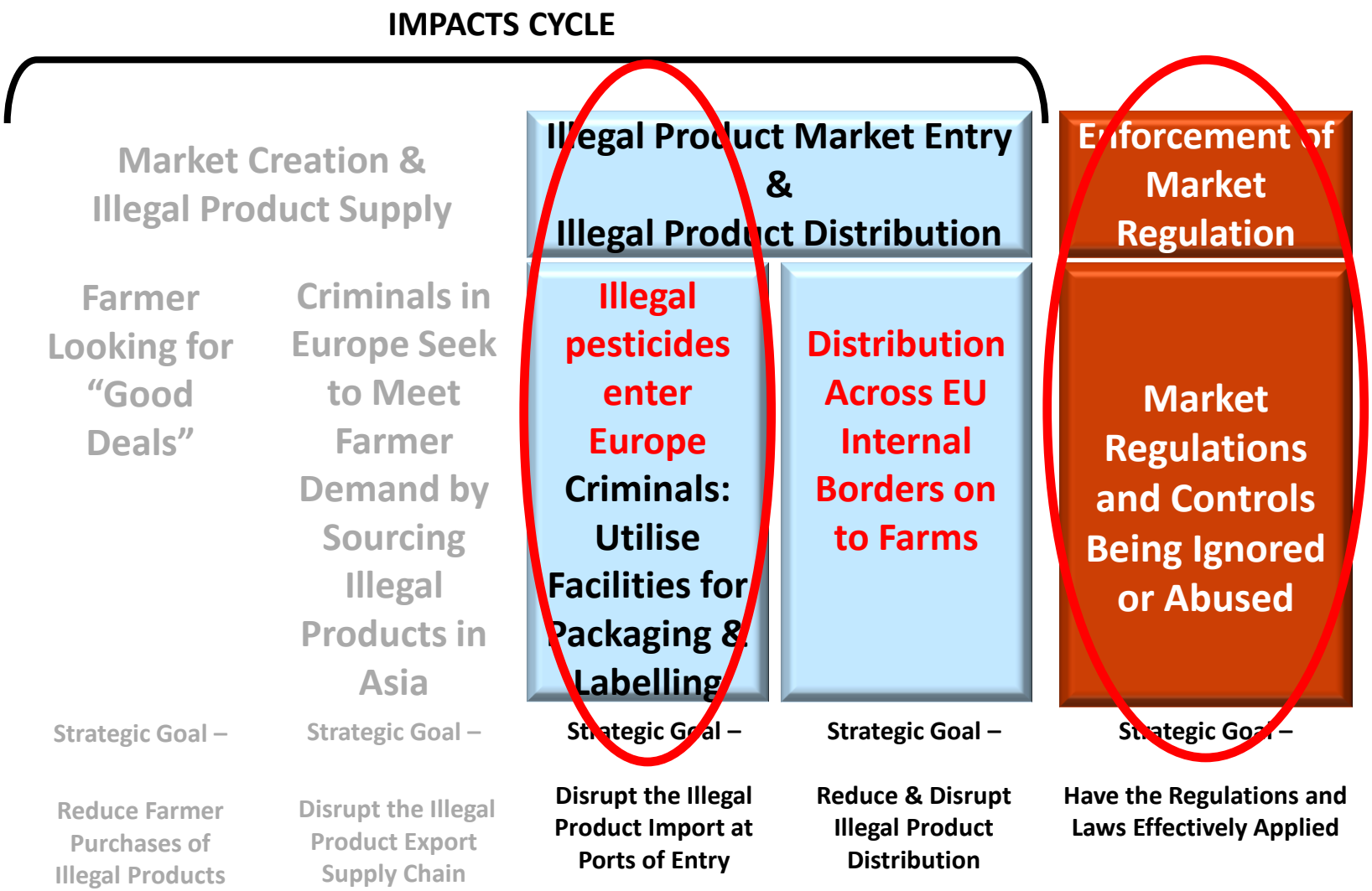
Advocacy
&
enforcement cooperation

Advocacy and enforcement cooperation



Cooperation with relevant partners

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- **EU Anti-Fraud Office (OLAF):** Expert Group meeting between ACEG & OLAF
- **Europol:** Best Port Practice Sharing Workshop organized on 5-6 June 2014 in Antwerp with 16 major EU ports attending (ECPA involvement on 5 June)
- **ECPA is member at the European Observatory on Infringement of IPRs**
  - Creation of Enforcement Database which is linked with EU COPIS and will be integrated with WCO IPM
- **Relevant national (law enforcement) authorities**
- **WCO and national custom offices**
- **Partnering with Europol and MS for Silver Axe action in November 2015**

Port Projects:
Minimise entry of illegal pesticides (1/2)

Northern Ports:

- Hamburg, Bremerhaven, Wilhelmshaven Rotterdam
- Additional work needed in Antwerp
- Expansion of northern port projects in 2014

Southern Ports:

- Greece addressed by HCPA
- Gioia Tauro, Napoli, Trieste, Koper
- ports in Spain & France to be launched 2014

Involvement of Shipping lines

- CINS group addressed repeatedly
- Meeting with German Shipping Line Association (VDR) in January 2014

Port Projects:
Minimise entry of illegal pesticides (2/2)

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- Example from Germany; **new effective tool to stop illegal goods in transit**
- Best Practice Example Germany - **Port Project Bremen/Bremerhaven**: Processes and measures for dealing **with transit and import of illegal pesticides** (22326)

- **Promoting Port Best Practice**

– Interception of illegal plant protection products at EU borders
– Leverage Hamburg and Rotterdam port Best Practice Example
– Quick and efficient information exchange is essential!

KYC/KYS APPLIES ALSO TO VESSELS/TRANSPORT COMPANIES !!

Tackling the problem (1/2)

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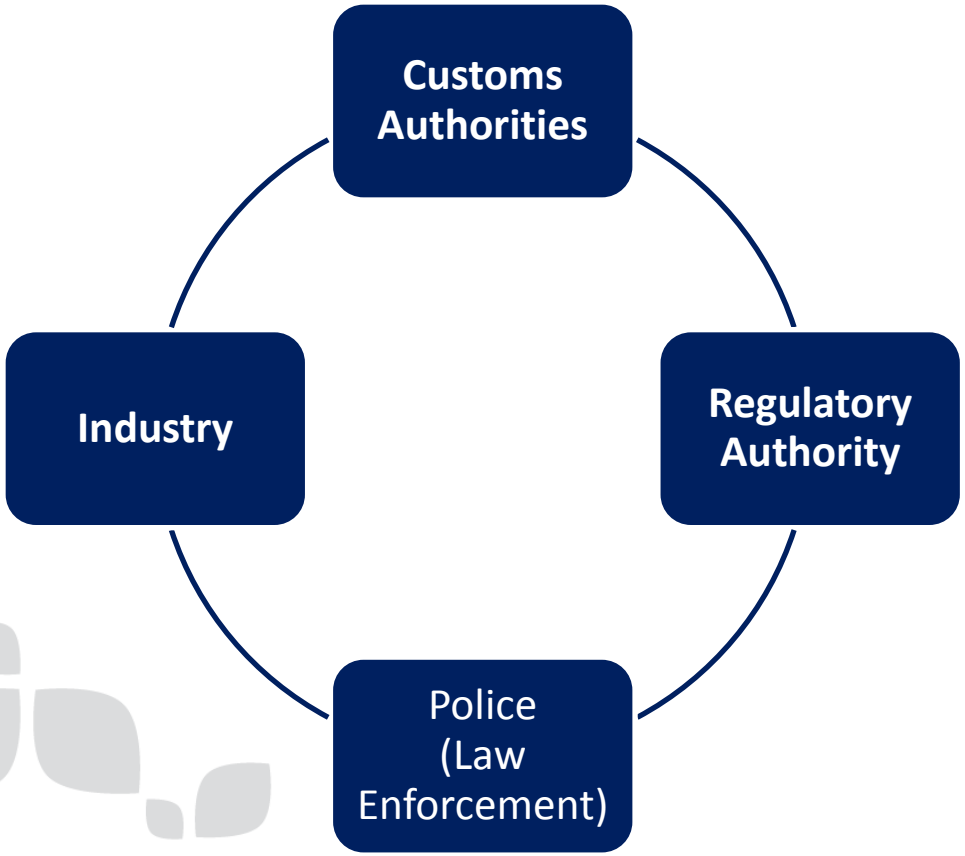
- **Cooperation of all relevant authorities and stakeholders**
  - Enable exchange (information-sharing) and cooperation **nationally and internationally**



Tackling the problem (2/2)

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- **Promoting Port Best Practice; 4-step process**
  - Interception of illegal plant protection products at EU borders leverage Hamburg port Best Practice Example
  - **Quick** and **efficient** information exchange is essential!

The 4 Step Approach – Stopping Illegal PPPs at the Border

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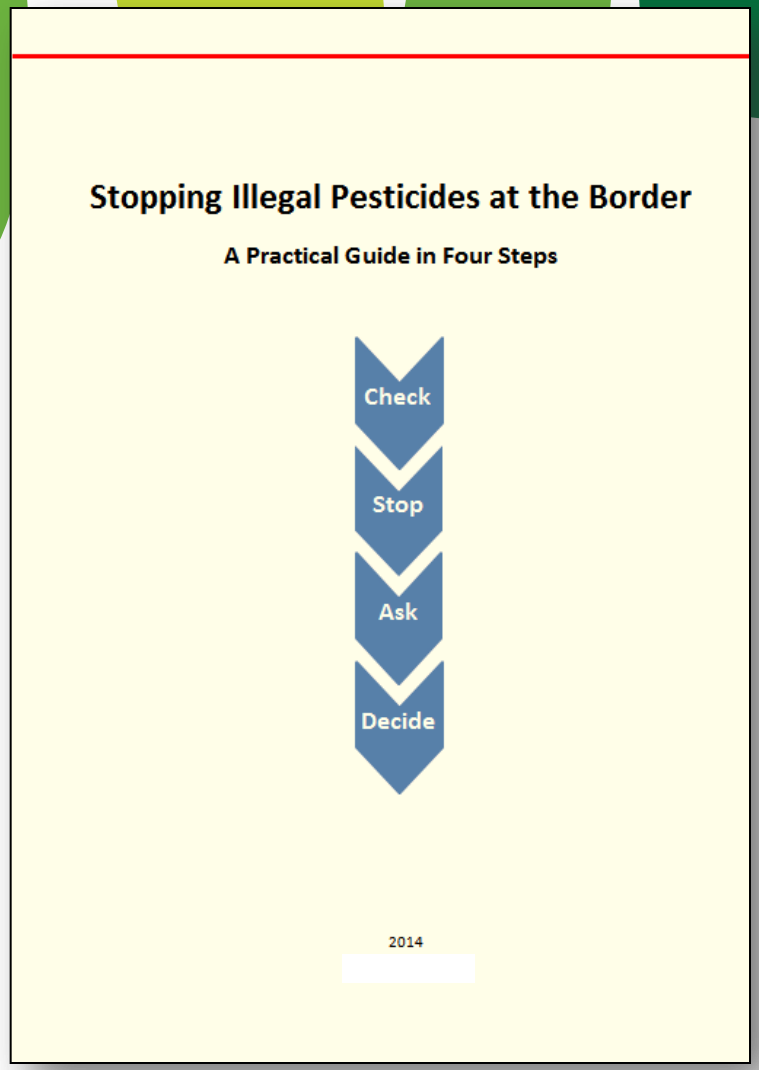

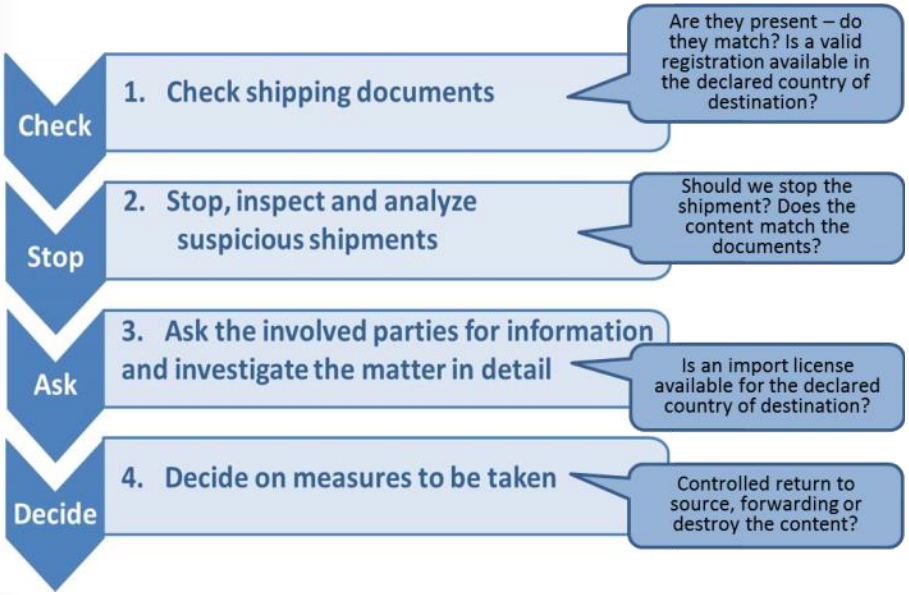

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Outreach

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- Reports and guides
- Fact sheets
- Infographics
- Video
- Web, Social Media

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Joint efforts are the way forward!

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www.hungry4change.eu

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