

A VISION FOR THE FUTURE OF EUROPE

5 STEPS TO PROMOTE INNOVATION, COMPETITIVENESS AND SUSTAINABLE PRODUCTION

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Director general ECPA



Agenda proposal

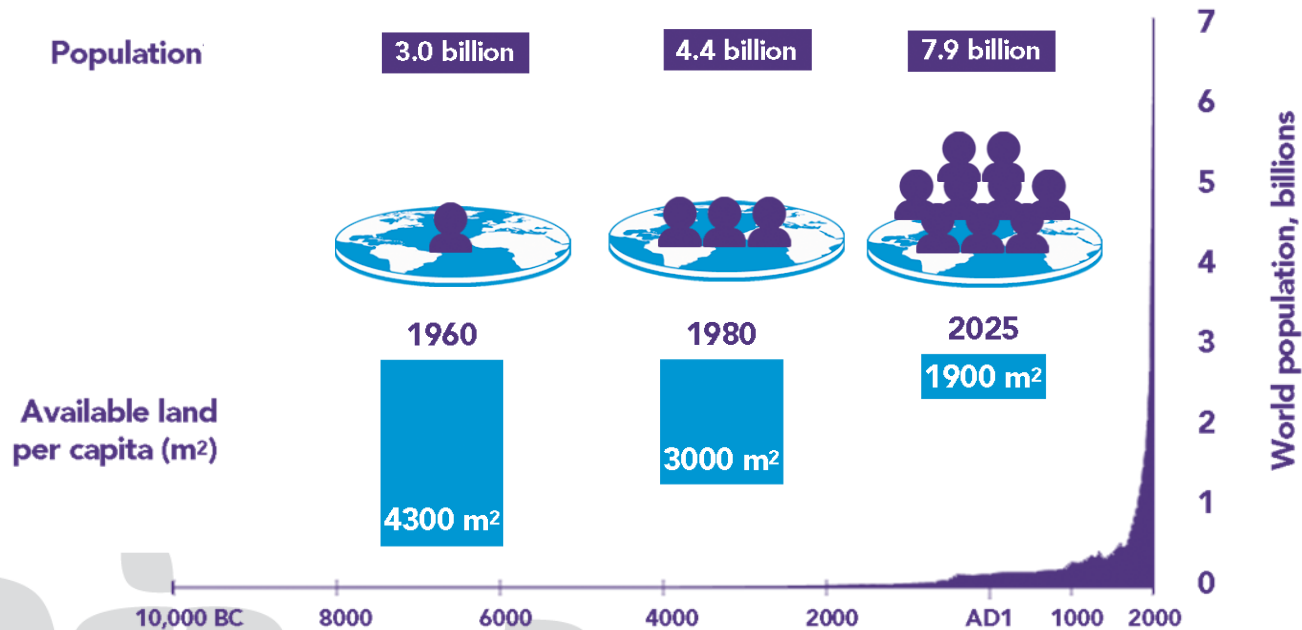


- ▶ **Our vision for a competitive agriculture in Europe**
- ▶ **Our Hungry for change initiative: more than ever!**
- ▶ **Let's work together within the agricultural/food chain**



Challenges

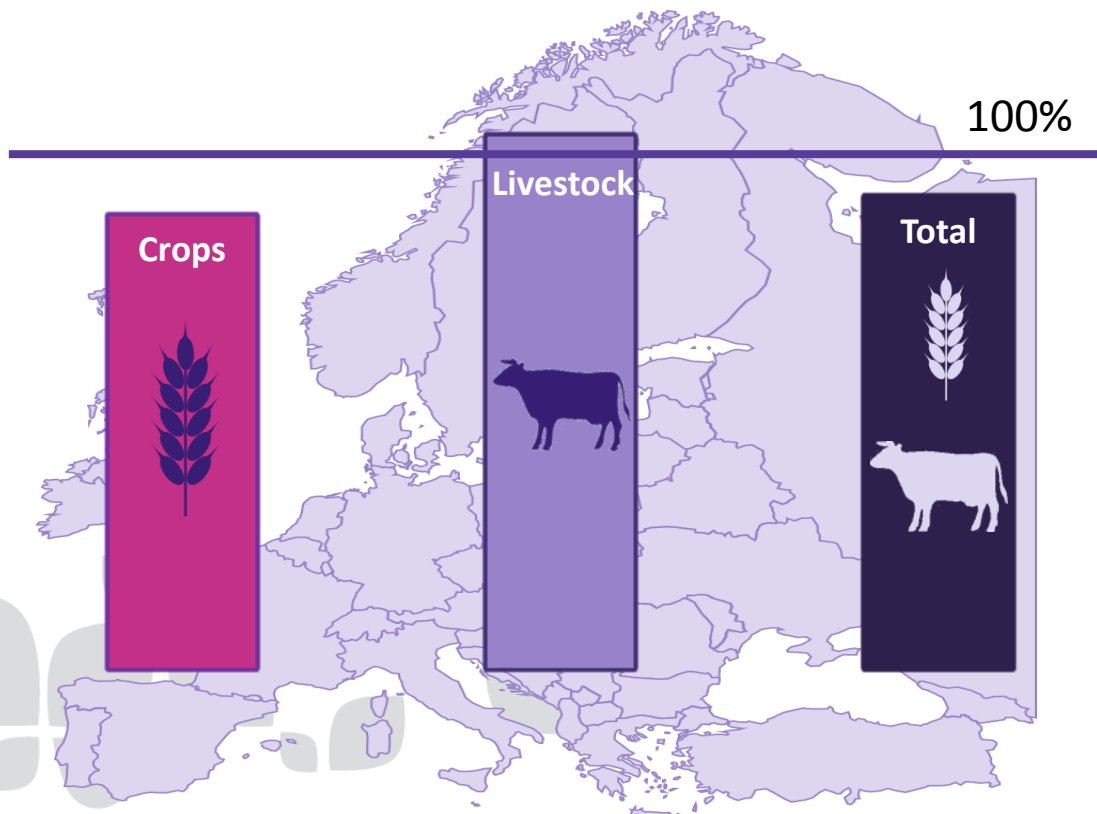
Growing population in a world with scarce resources



Challenges

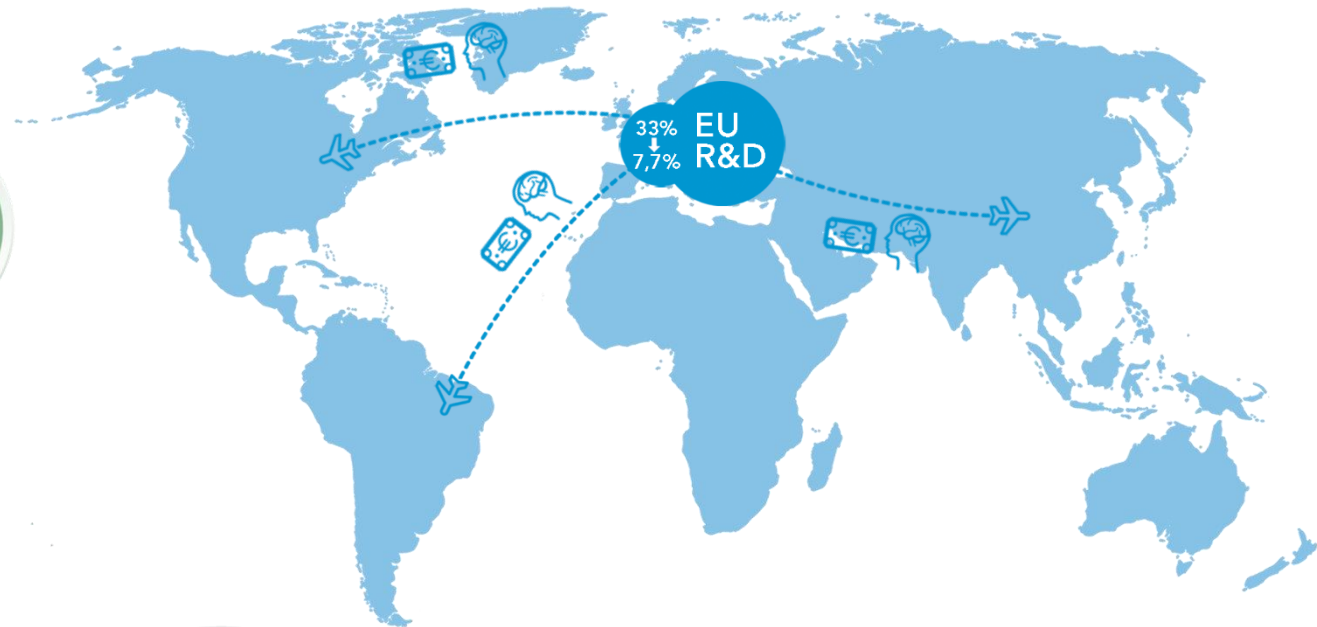
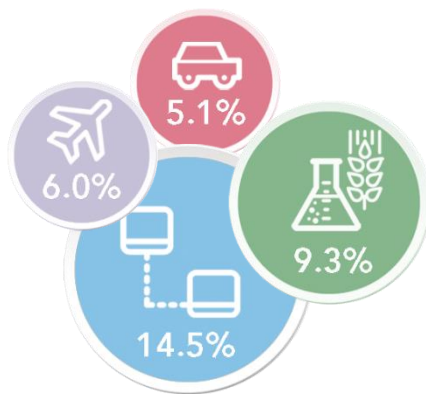
Today EU is a net importer of agricultural products

Aggregated agricultural self-sufficiency of the European Union

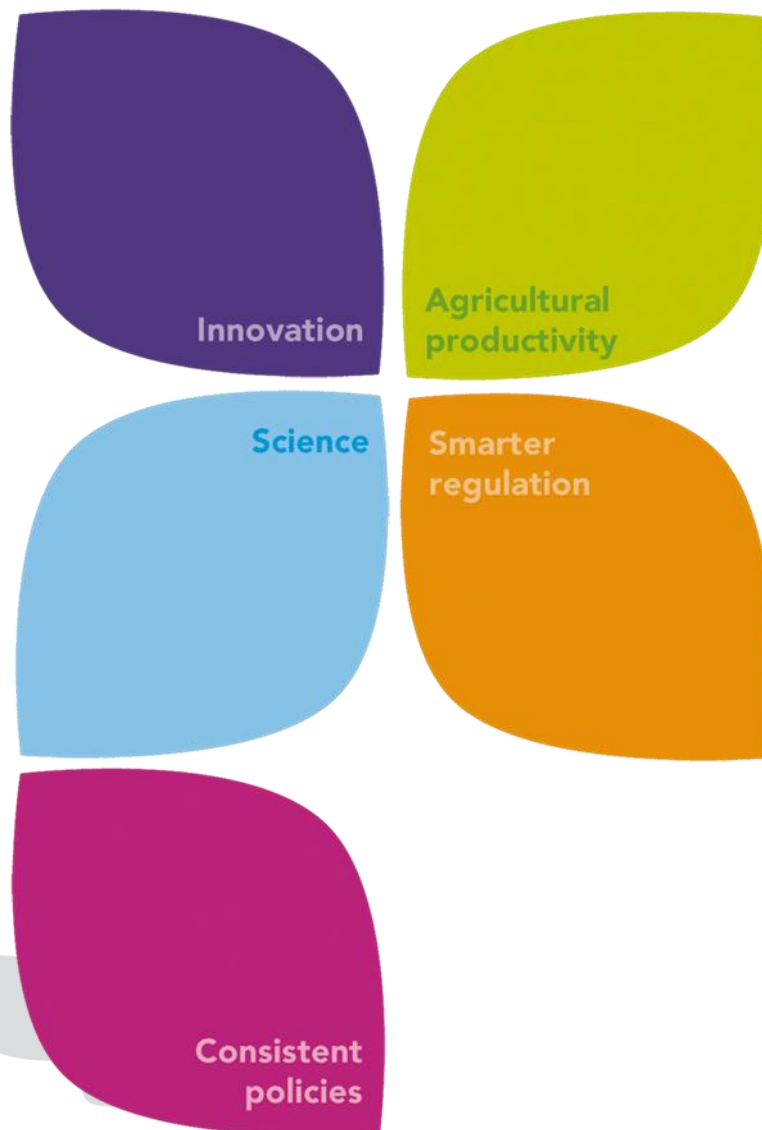


Challenges

■ R&D intense industry but its investment is flowing out of Europe



Policy vision: five steps



Science

 **Build a science-based policy framework which balances benefits and risks**

risks



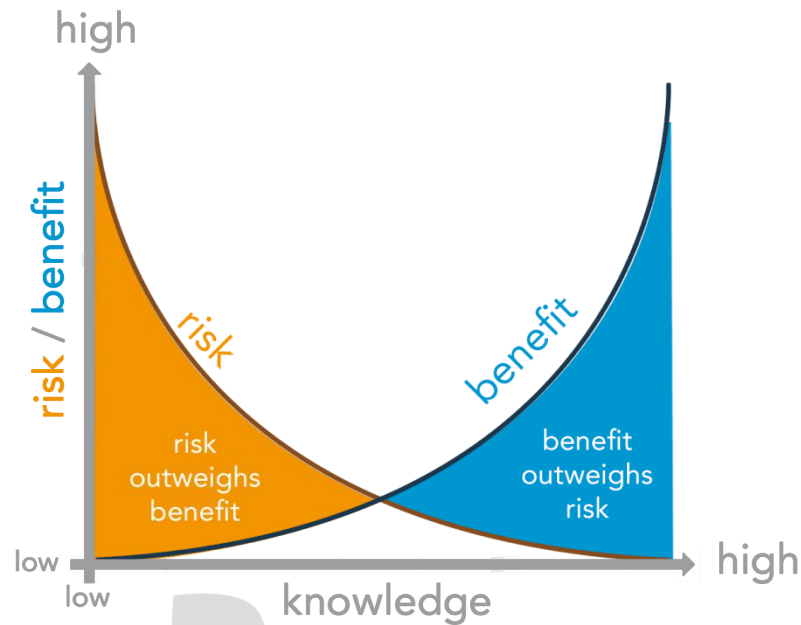
scientific
solutions

benefits



Science

- Build a science-based policy framework which balances benefits and risks





Innovation should be at the heart of EU policymaking



Innovation



By 2050 Agricultural Innovation can deliver



67%
more food

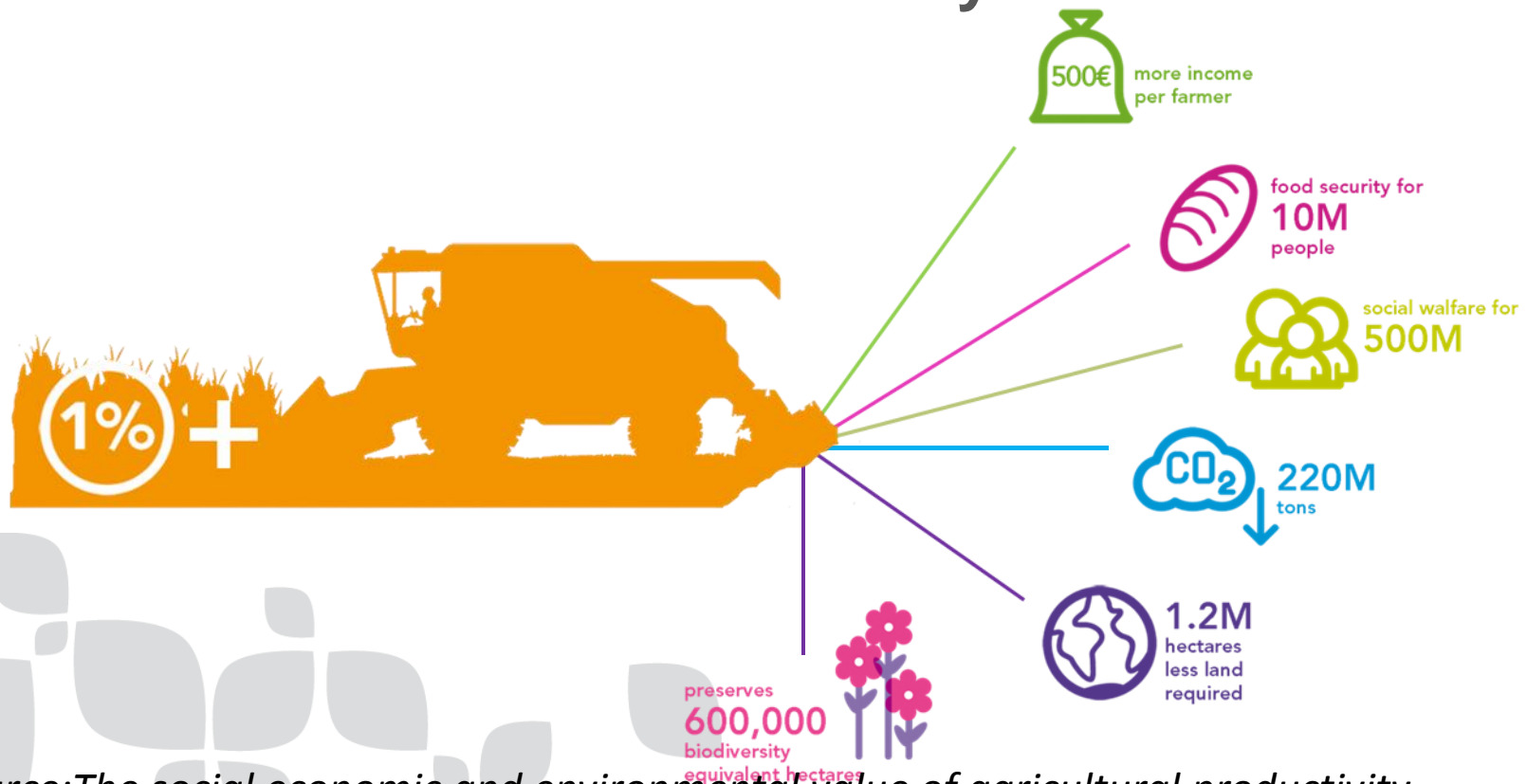


50%
lower prices



Agricultural
productivity

■ The EU must boost agricultural competitiveness and productivity in a sustainable way



Source: The social, economic and environmental value of agricultural productivity in the European Union, HUMBOLDT FORUM HFFA

Let's work together!

For European agriculture that is...

 innovative

 productive

 competitive

 sustainable



Hungry for Change

- **The direction for the crop protection industry**
 - Address societal concerns
 - Promote best practices
 - 12 projects
 - Work together with ALL stakeholders



Hungry for Change

Sustainability in four priority areas



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



Biodiversity: enhance biodiversity and natural habitats in farming landscapes



Water: protect water resources by introducing innovative solutions and promoting sustainable practices



Food: contribute to a healthy, high quality, affordable food supply for all





Health: Safe and Sustainable Use Initiative (SUI)

Protect farmer health, encourage good practices

- Current status: SUI projects in 15 countries, with a proven record of success
- Next steps: New initiatives to be launched in 2014, spreading to 22 countries





Biodiversity: InSPiA



European
Crop Protection

Supporting sustainable agriculture

- Current status: 57 farms/4 countries; create indexing tool for farmers to improve & monitor biodiversity
- Next steps: develop the standards together with stakeholders

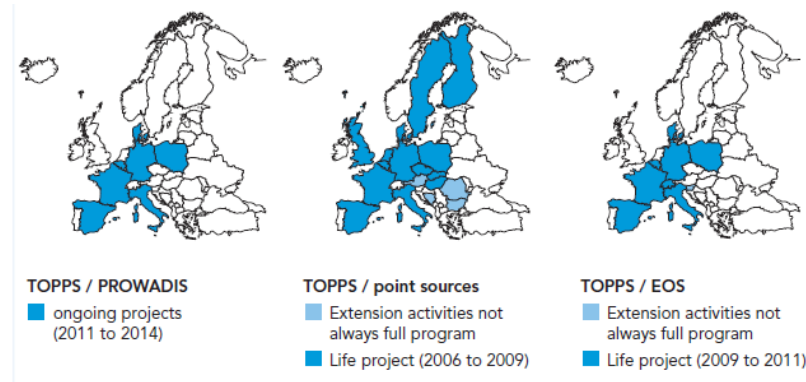




Water: TOPPS/Prowadis

Protect water sources

- Current status: more than 2,000 farmers trained in 16 countries
- Next steps: 6 pilot catchments identified for rollout





Food: BMP's to manage Residues

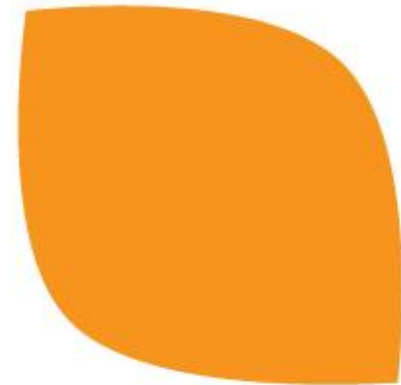
European
Crop Protection

Contribute to safe food

- Current status: programs in Spain, Turkey to reduce residues, encourage good agricultural practices
- Next steps: training programs in Turkey



Let's drive
the change
TOGETHER!



Open dialogue on regulatory issues...

Regulatory Conference; March

- Brussels (with ECCA)
- 300+ participants

EFSA workshop; 4-5 June

- Parma (with IBMA)
- ~80-100 participants

Residues workshop?; November (tbc)

- With other trade associations

Regulatory Conference II; March 11-12 2015

- In Brussels

Initiatives in place

- **EFSA process improvement paper (& advocacy)**
 - Working with 11(13) trade associations
- **Agri-food chain vision**
 - Working with 11 trade associations
- **Minor uses joint advocacy**
 - With 11 trade associations
- **Transparency advocacy**
 - With EuropaBio, CEFIC, EFPIA?

Thank you
and let's drive
the change
TOGETHER!

www.ecpa.eu

www.hungry4change.eu

