



PURA4IPM - Pesticides Use Reduction in
Agriculture: demonstration of an innovative
Integrated Pest Management technology

LIFE10 ENV/IT/000324



[Project description](#) [Environmental issues](#) [Beneficiaries](#) [Administrative data](#)

Contact details:

Contact person: Francesco DREI
Tel: +39 051 2866111
Fax: +39 051 2866115
Email: drei@dow.com

Project description:

Background

The codling moth (*Cydia Pomonella*) is a major pest of deciduous fruit orchards throughout the world. Left uncontrolled, it can destroy up to 80% or more of fruit crops.

Conventional control methods involve a combination of different agri-chemical treatments. However, this has a number of adverse side effects, such as the destruction of useful natural enemies, the development of resistance to pesticides by the moth, and high level of pesticide residue on the fruit. Therefore, alternative approaches are required that offer win-win benefits for fruit growers, society and the environment.

Objectives

The aim of the PURA4IPM project was to demonstrate new approaches to combating the codling moth using low-impact technology, based on a blend of pheromones and insecticide. The pheromones and insecticide are mixed in a wax that is pasted on the upper part of the fruit tree. This approach would have avoided the need for the full tree or fruit to be sprayed with agri-chemicals. Male moths are attracted to the pheromones in the wax, and contact with the wax's insecticide kills the moth, thus reducing the breeding potential of the species.

Expected results:

- Project outcomes would determine optimal parameters for the wax content and application procedures in different environments, different size orchards and for different levels of infestation;
- Comparisons would be made with the mating disruption strategies currently used to support standard chemical treatments; and
- The final results of the project would be widely disseminated.

Results

Since first sets of field data did not correspond to original expectations, which seemed to jeopardise the overall feasibility of PURA technology, the beneficiary decided to terminate the project anticipatively at the end of 2011.

[Top](#)

Environmental issues addressed:

Themes

Industry-Production - Agriculture - Forestry

Keywords

Agriculture, pest control

Natura 2000 sites

Not applicable

[Top](#)

Beneficiaries:

Coordinator	Dow AgroSciences Italia S.r.l.
Type of organisation	International enterprise
Description	Dow AgroSciences Italia S.r.l., is a private company providing innovative agrochemical and biotechnology solutions globally.
Partners	Università di Padova-Dipartimento di Agronomia Ambientale e Produzioni Vegetali, Italy Astra Innovazione e Sviluppo S.r.l. (Ravenna), Italy

[Top](#)

Administrative data:

Project reference	LIFE10 ENV/IT/000324
Duration	01-SEP-2011 to 28-FEB -2015
Total budget	1,084,498.00 €
EU contribution	542,049.00 €
Project location	Emilia-Romagna(Italia)

[Top](#)

[Project description](#) [Environmental issues](#) [Beneficiaries](#) [Administrative data](#)
[Read more](#)