



Sustainable ways to reduce pesticides in pome and stone fruit production

Global 2000/Peter Schweiger

Global 2000

- independent environmental NGO in Austria (pesticide campaign work since 2002)
- since 2003: pesticide reduction programme (PRP) in cooperation with supermarket chain
- aim of PRP: reduced pesticide use during production
for increased user/consumer safety & less negative environmental effects



Pesticide reduction work

exemplary

at European level:

- co-initiator of EU citizens' initiative „save bees and farmers“
 - aim: quantifiable pesticide reduction + support for farmers during implementation
- calls for transparent authorisation procedure, comments on quantification of pesticide reduction (HRI),...

at National level in Austria:

- cooperation with small-holder/organic farmers associations in acting on formulation of national CAP strategic plan for subsidies

outcome: subsidies for

- (i) abstaining from herbicide or insecticide use in orchards
- (ii) pheromone use in orchards

- acquisition of research funding (national/international) for alternative plant protection strategies (field work in cooperation with practitioners) => build-up of know-how

in Cooperation with companies:

- acquisition of research funding with financial contribution of companies (e.g. apple hot-water-treatment, alternatives to EDC-compounds) => build-up of know-how
- secondary retailer standard/PRP - as a result from campaign work

Secondary retailer standards – case study PRP

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THE FOUR PILLARS OF PRP

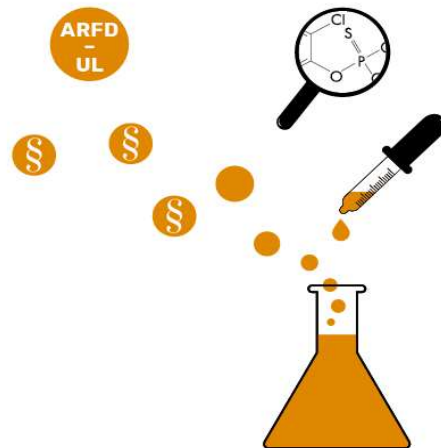
STANDARDS



STRICTER THAN
THE LEGAL
REQUIREMENTS



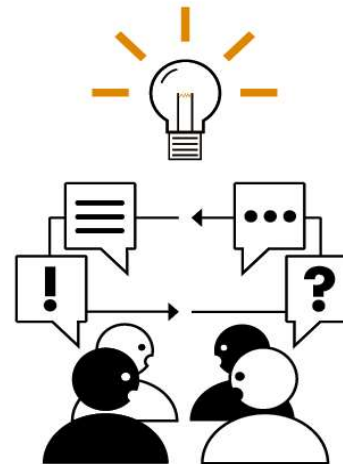
CONTROLLING



approx. 1,600
SAMPLES
PER YEAR



COMMODITY MANAGEMENT



CONSULTING
AND
PROJECTS



AWARENESS RAISING TRANSPARENCY



STATUS REPORTS
AND
PUBLICATIONS



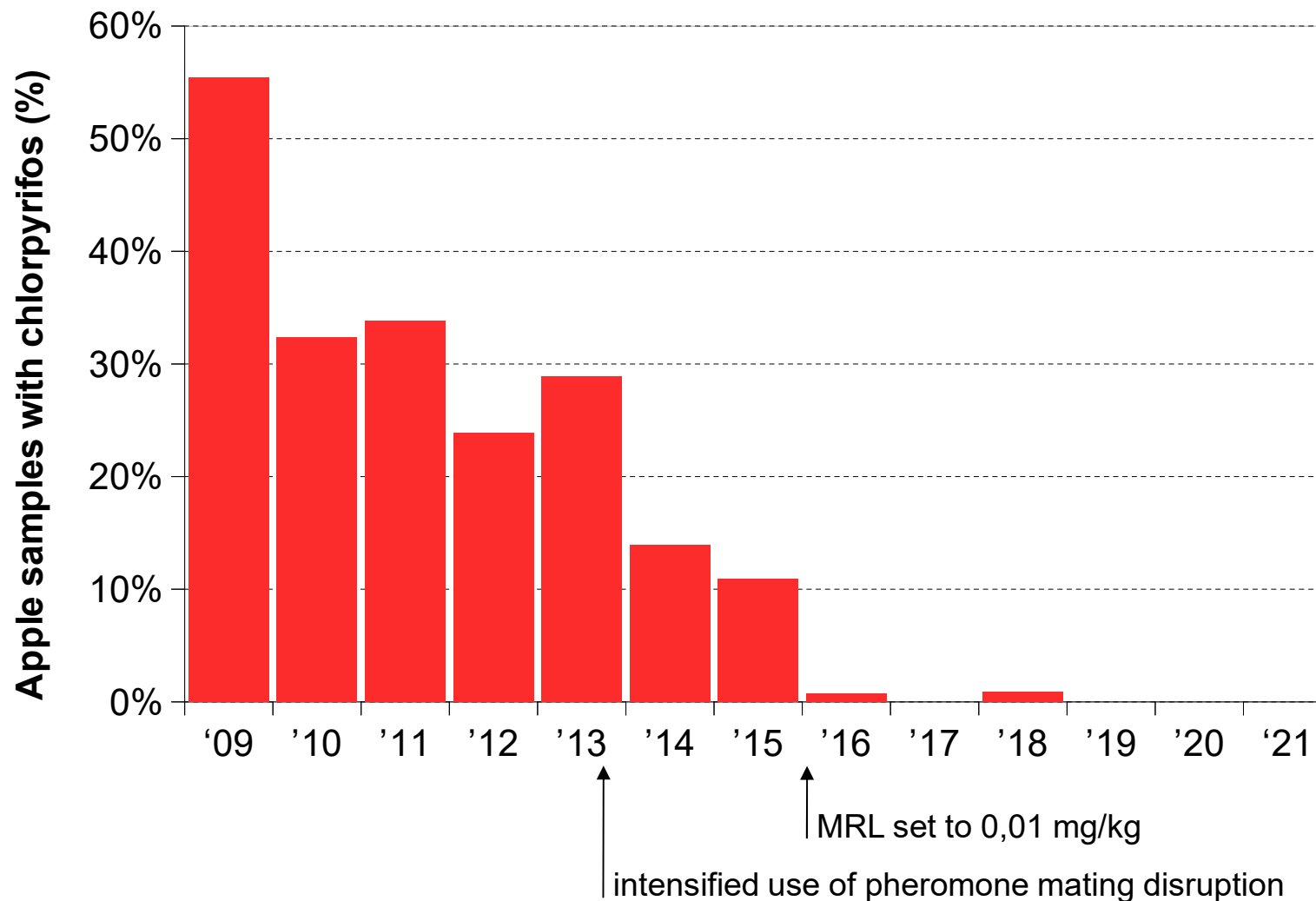
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www.pestizidreduktion.at

Secondary retailer standards – case study PRP

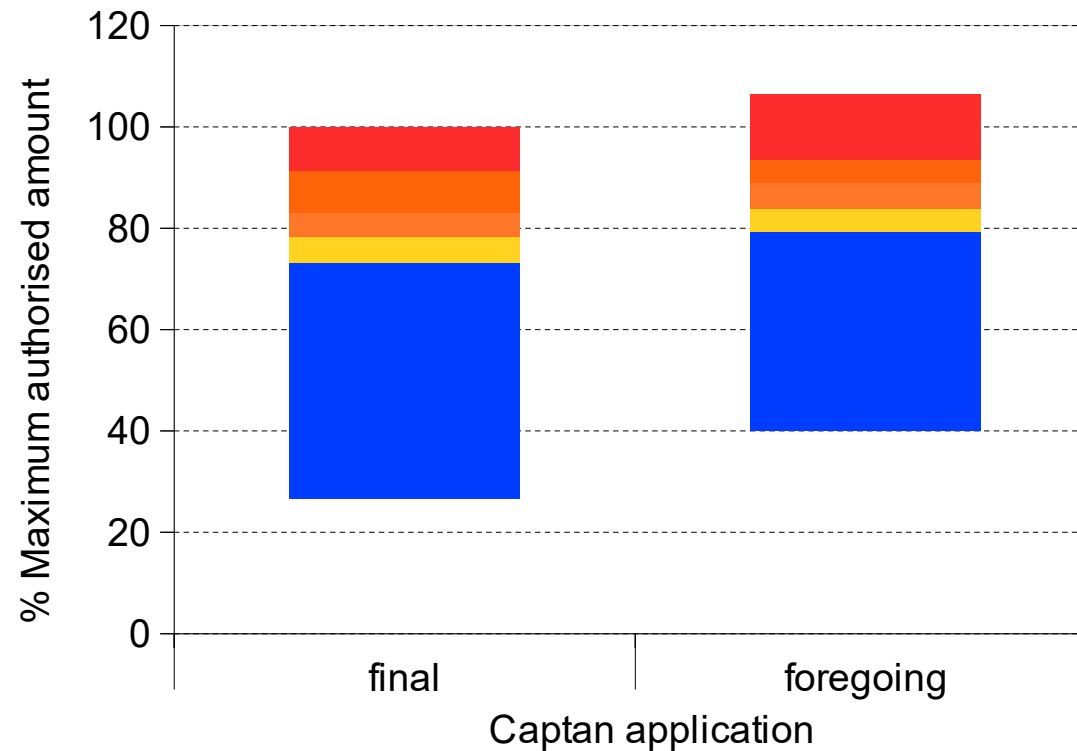
issue/challenge: pesticides with CMR or ED properties



Outcome – Focus on endocrine disrupting chemicals (EDCs)

Secondary retailer standards – case study PRP

issue/challenge: practitioner adoption of reduced pesticide rates



Conclusion – insufficient information about pesticide efficacy

How can/should supermarkets contribute to pesticide reduction



exemplary

a. pricing:

- higher price to producers for reduced pesticide use
 - lower profit margin OR higher price to customers

b. quality claims (‘flawlessness’):

- e.g. quality classes – graded pricing (e.g. size, shape, minor scab impairment)
- shelf life

c. communication:

- supermarkets have a huge reach in communicating with suppliers/customers/general public
- information about pesticide residues, transparency, own pesticide reduction policy
 - awareness raising (e.g. customer expectations re food products)

d. content issues/secondary retail standards:

- producers receive support in return for compliance (price, delivery contract, build-up of know-how via e.g. funding of applied research)
- sector standard (currently many different – esp. problematic: limit to number of a.i.)
 - focus on problematic pesticides

EIP AGRI focus group 44

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Questions? Comments?

Thank you for your attention!

