

Implementing IPM Principles and Good Agricultural Practices through a Public/Private Partnership

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Presentation Outline

- **CropLife Asia**
- **Commitments**
- **Challenges**
- **Responding to the challenge**
- **Next Steps**
- **Moving forward**

CropLife Asia

CropLife ASIA



ASIA

KCPA

JCPA

CropLife
PAKISTAN

CropLife
CHINA

CropLife
INDIA

BCPA

TCPA

CropLife
SRI LANKA

CropLife
MALAYSIA

CropLife
INDONESIA

TCPIA

CropLife
PHILIPPINES

MONSANTO

DUPONT

syngenta



Dow AgroSciences



Bayer CropScience

BASF

The Chemical Company

AVCARE

AGCARM

A Regional
Network of 14 National
Crop Protection Associations &
6 Multinational R&D Corporations

Commitments

Commitments

- **Provide regional leadership and representation for the plant science industry**
- **Promoting and supporting the safe and responsible use of crop production technologies**
- **Help ensure sensible regulatory frameworks in the region**
- **Supporting the inclusion of our members products in IPM & Sustainable Agriculture in the region.**

Challenges

The Global Challenge

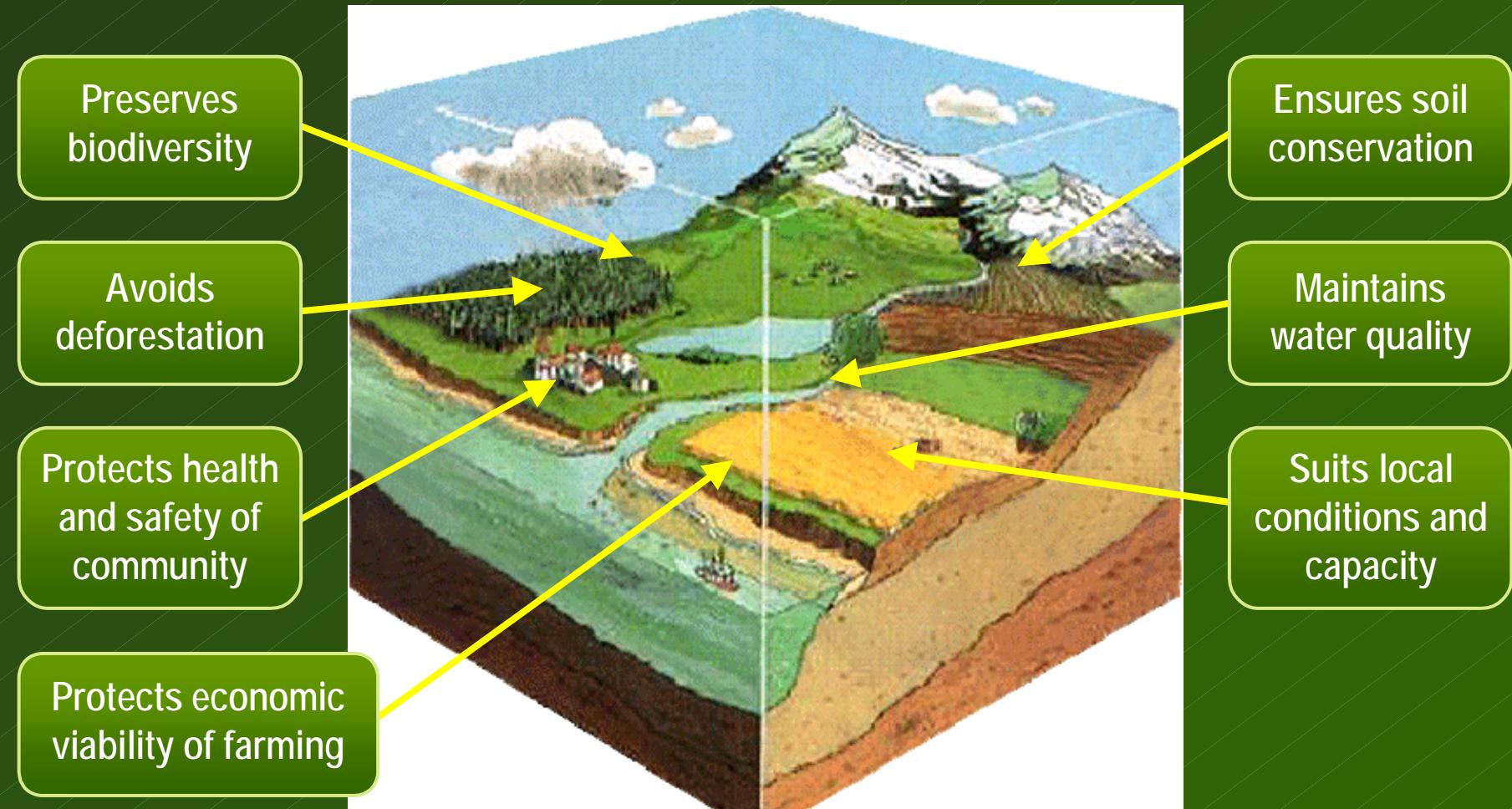
“How can agricultural production rise to meet demand in a framework of equitable, environmentally, socially, and economically sustainable development?”



**World Bank Assessment of
Agricultural Science & Technology,
August 2003**



IPM & Sustainability: Challenging Elements



Responding to the Challenge in Asia

IPM & Safe Use Projects in 11 countries

China

India

Sri Lanka



Bangladesh



Indonesia

Cambodia

Vietnam

Pakistan

Malaysia

Thailand

Philippines



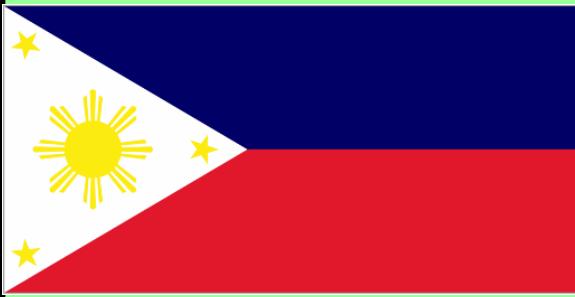
CropLife China

	<p>CLC in partnership with NATESC (National Agricultural Technical Extension and Service Centre) Min of Ag.</p>	<p>2003 Responsible Use of CPPs to reduce residue levels in fruits & vegetables</p>
<p>In 10 provinces, 250 village leaders & 720 farmers directly trained – cascaded to 10,000 farmers</p>	<p>Television, radio and newspapers used to convey messages, 10,000 posters and 1,000 sets of PPE distributed</p>	<p>2004/5 Extended the project into new provinces using 200 model farm sites covering fruits, vegetables and tea</p>
<p>In 2004 it is estimated that 18,000 farmers, 8,000 retailers and 4,000 extension workers were influenced by the training</p>	<p>In 2005, 1000 farmers, 300 extension workers and 60 retailers were trained. Influencing data not yet available.</p>	

CropLife India

	<p>2003-5 A stewardship focused project in cotton, rice, chilies, pulses and turmeric in Andhra Pradesh state</p>	<p>Farmers residential field training schools covering key components of safe and responsible use of CPPs. IPM principles included in the curriculum</p>
<p>Whole family knowledge capacity building program including working with women and schools</p>		<p>Safe Use exhibitions held at local fairs. Regular farm radio programs recording and aired</p>
<p>Pesticide poisoning and First Aid awareness programs for local doctors and nurses. Medical advise and services offered to local farming families</p>	<p>2006 Expansion of this project to other states plus the launch of a major new IPM in Chilies project</p>	

CropLife Philippines

	<p>2003-4 Major “Triple Rinse” campaign in alliance with the Fertilizer & Pesticides Authority & Philippines Information Agency</p>	<p>2005-6 Launch of Safe and effective use of CPPs in small scale mango production</p>
<p>Small farmers crop with 5-8 sprays per season Managed by a contractor Tree climbing for effective spray coverage</p>		<p>Additional issues identified: Understanding labels Frequency of spraying Measuring/mixing Application & exposure</p>
<p>Develop new improved application techniques Investigate application equipment Practical PPE options</p>	<p>Promoting GAP Manage residue levels to secure export market access for small farmers</p>	

CropLife Thailand (TCPA)

	<p>Thailand Crop Protection Association works with the Royal Projects Foundation, The Thai Worldview Foundation and the Dept of Agric.</p>	<p>Safe Use and IPM project in 5 provinces in the Northern highlands. In 2005 1,000 farmers were intensively trained</p>
<p>130 doctors from 40 hospitals were trained in Pesticides poisoning and first aid awareness and the safety of pesticides</p>		<p>3,000 retailers were trained by Dept of agricultural extension staff. Safe use documentary film made to support program</p>
<p>Training skills upgraded within the industry – 27 train the trainer workshops held</p>	<p>“Vegetables for a Glorious Day” schools campaign launched to teach children good agricultural practices and IPM principles</p>	

CropLife Malaysia

	<p>2003-5 In collaboration with Muda Dept of Agric. & the NGO REACH CropLife Malaysia ran a HDPE container recycling scheme</p>	<p>Initially in the Vegetable growing area of the Cameron highlands it has now been expanded to plantation crops and rice growing areas in Selangor.</p>
<p>2005 CropLife Malaysia launched “Protect the Environment for Future Generations” campaign in 10 schools in Selangor, supported by Min of Ed.</p>		<p>Objectives 1. Create awareness about the need to protect the environment</p>
<p>2. Facilitate sustainable development activities in school & at home 3. Get students committed to environmental protection programs</p>	<p>1,000 children involved, positive feedback from teachers and students. To be expanded in 2006</p>	

Croplife Sri Lanka

	<p>CropLife Sri Lanka collaborate with the Pesticides Registrar Office, the Ministries of Agriculture, Health and Education and the Peradiniya Universities</p>	<p>Program aimed at educating farmers, retailers and children on the correct use and storage of CPPs to avoid accidental/intentional misuse of products</p>
<p>1,500 farmers have received training and advise on the subject.</p> <p>250 farmers storage boxes have been distributed</p>		<p>4 retailer training events have taken place. 10 schools have been targeted with safe use messages</p>
<p>3 safe use posters have been designed, 5,000 copies of each have been distributed. 4x15mins TV safe use programs have been made & broadcast</p>	<p>Pre & Post training audits being analysed. Next step is to scale up the project and provide plans and / or materials for farmers to self build the storage box</p>	

Conclusions to date

- CropLife Asia and member companies are delivering successful IPM and Safe Use training programs in the region
- Increasingly, results are being externally audited, we are demonstrating attitude and behavioral changes among farmers
- But..... resources are limited
- But.....we need to improve our credibility
- And.....we need a wider message platform

Next Steps

The Needs for a Partnership

- **Enhances IPM efforts in the region**
- **Share resources**
- **Share skills**
- **Increase critical mass**
- **Increases credibility**
- **Increases network access**
- **Improves the message platform**

Moving Forward

AVRDC, The World Vegetable Centre

- **Founded in 1971**
- **The principal global international centre for vegetable research & development**
- **HQ in Shanhua, Taiwan**
- **20 international professionals + over 200 locally recruited researchers, technical and admin staff**
- **Regional centers in Thailand, Tanzania and India**
- **Its mission is to reduce poverty and malnutrition in developing countries through improved production and consumption of vegetables**

CropLife Asia and AVRDC: Mutual Interests

- **Minimizing the misuse and overuse of crop protection products in vegetable production**
- **Practical training on methodologies and implications of integrated pest management (IPM) techniques for growers**
- **A concern with unregistered and sub-standard pesticides in the market place**

A Memorandum of Understanding

- Consider how the resources of CropLife Asia and the Center can best be combined in a partnership that addresses the following three components of the pilot project:
- Measure and understand the current misuse/ overuse issues related to the use of pesticides in vegetable production via a joint baseline study in the chosen country
- Based on the findings of the baseline study, design, develop and deliver appropriate responsible-use / IPM educational training programs to targeted groups
- Measure the progress and impact of the educational/training programs.

Agreed Pilot Project Outputs

- Introduce appropriate Good Agricultural Practice and IPM techniques into the production system
- Reduce misuse/inappropriate use of CPPs
- Improve farmers health, safety and profitability
- By doing this, give the consumer access to higher quality, affordable vegetables
- The life of CPPs will be extended through proper product stewardship

The Pilot Project Outline

- **Focused on Important Vegetable crops**
- **Location- Likely to be Sri Lanka**
- **3-5 years duration**
- **3 phases:**
 - **Baseline Data > Intervention > Assess Change**
- **Measurements – in line with desired outputs**
- **Involve other key stakeholders**
- **Outputs should be transferable to other countries**

Lessons Learnt

- Identify common interest areas
- Understand strengths and weaknesses
- Agree “no go” areas
- Understand and agree what both parties want to achieve
- Build trust and respect for each other
- It's not just about cash, value all inputs
- Leave nothing to chance and be honest
- Be prepared to compromise
- Look for the win-win solution

Thank You