



Dutch Produce Association



Dutch Produce Association (DPA)

Will the preference of consumers influence implementation IPM ?

- Introduction
- Perspective of consumer
- Perspective of retailer
- Opportunities/ 'umfeld'
- Conclusion



Introduction

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2014: founding GroentenFruit Huis
with Frugi Venta (traders): the new
branche organisation F+V

PO's in the Netherlands

- * Best of Four
- * De Schakel
- * DOOR
- * Fossa Eugenia
- * Fruitmasters
- * Funghi
- * Harvest House
- * Kompany
- * Nautilus
- * The Greenery
- * Van Nature
- * Veiling Zaltbommel
- * Veiling Zuid-Limburg
- * ZON fruit & vegetables



Introduction

General principles of IPM: 8 measures (2009/128, annex III)

- organisms
- professional users
- methods
- strategies
- evaluation

But where is the consumer ? Why is he not there ?

In here's the consumer :

Scandal Pest Crisis
RESIDUE meat scandal

EHEC BACTERIA GMO

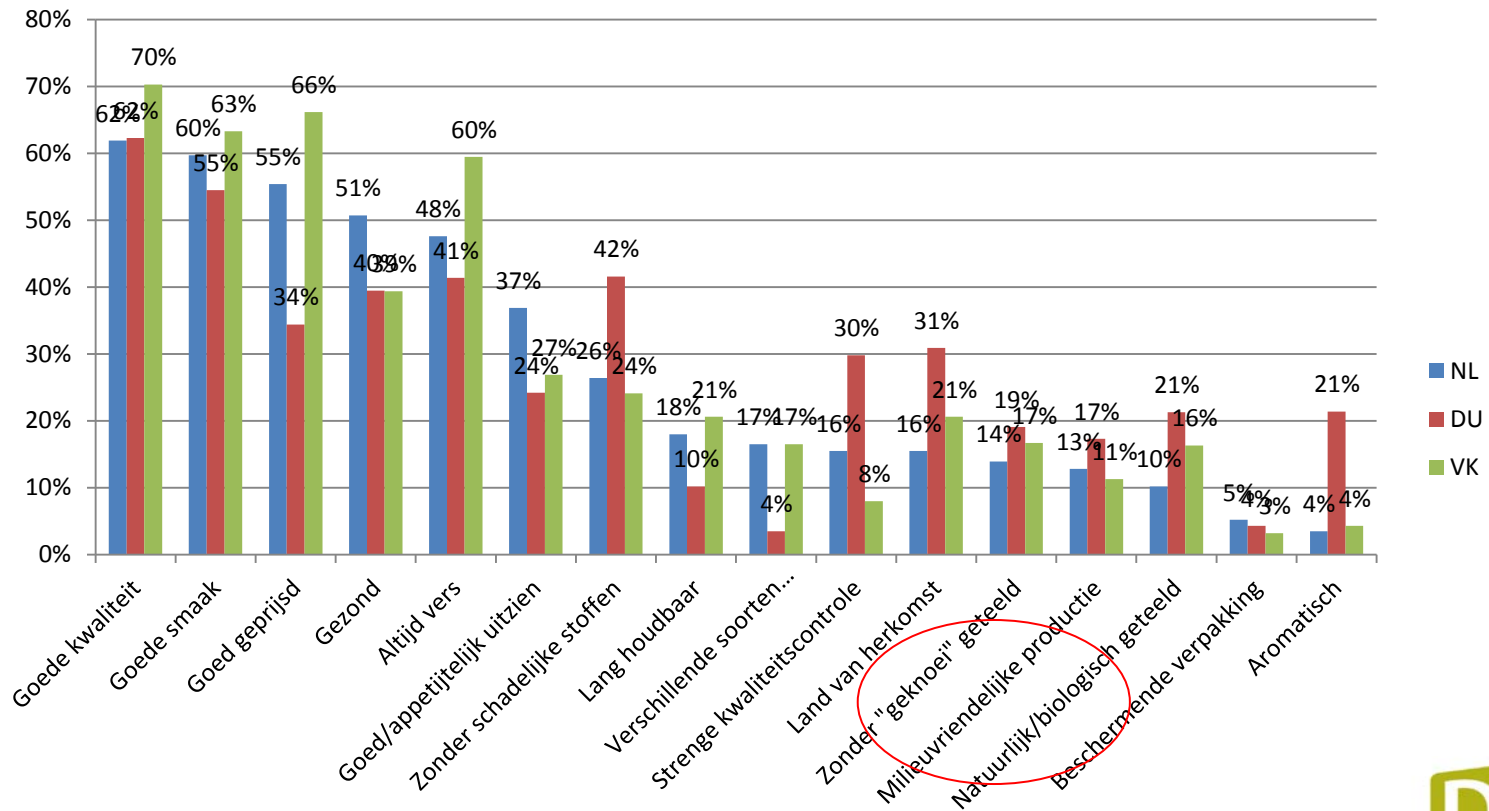
origin fraud
NOT SAFE FOR MY CHILDREN roundup

hormons *no taste* neonecotoïden

But.... this is his/her behaviour

Source PT/2011

Important factors in buying vegetables

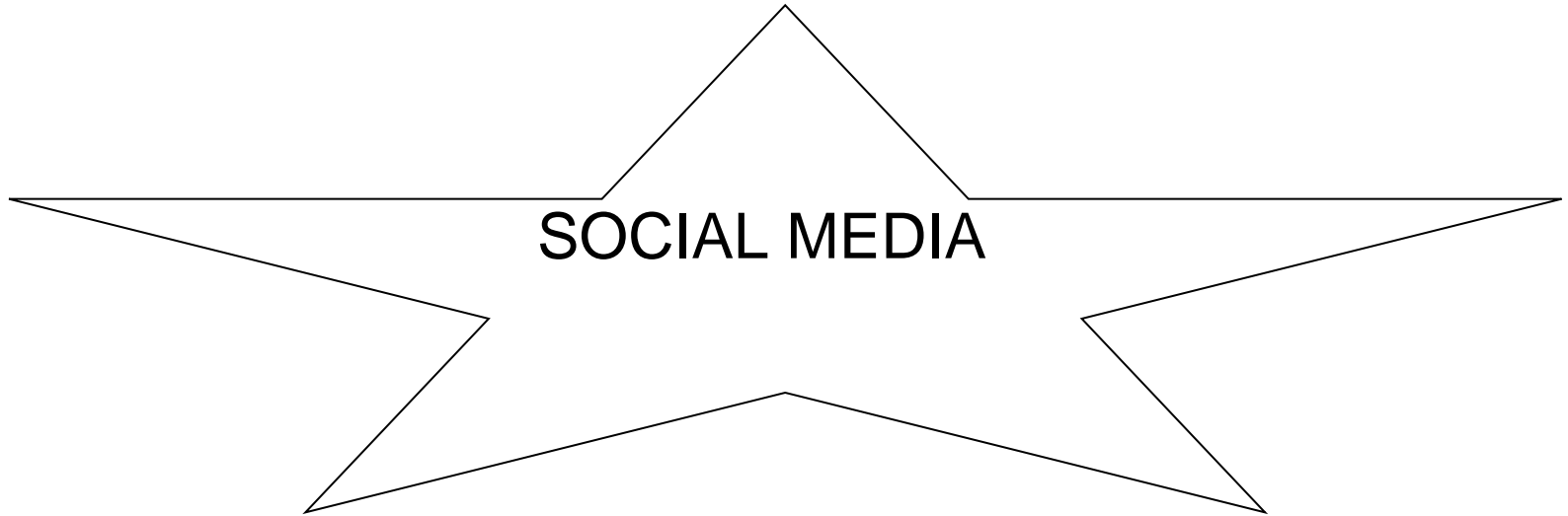


And this what he wants

	Importancy	Willing to pay <u>extra</u>
Animal welfare	61	34
No child labour	67	32
GMO free	63	28
No chemicals	51	26
Fair trade local farmers	43	21
Local/regional	38	20
No chemical additives	49	20
Biological	23	17
Fair trade third world	31	16
From small farmers	18	15
Sustainable energy in production	16	5
Green transport	19	5
Low energy in production	16	4

**Consumer research by Nestle in Germany in 2012:
Free of chemical pesticides is far more important than saving energy, even more than organic or regional**

And this is his toolbox !!



Some new trends

- 'more interested in 'the' farmer behind
- own production (vegetable garden, miniplants)
- food is nutritious, vegetables are my 'pharmacy'

And this he does not know, yet.....

Your skin cells replace themselves every month

The liver every 5 months

Your bones every 10 years

Your body builds new cells from the food you eat

What you eat literally becomes part of you

You are what you eat!



How is the consumer helped by retailer,.....but is it help ?

- Retailers forced by stakeholders to react:
 - E.g. Greenpeace 2005/2006
- Bargaining power: new demands, no extra price for farmer
- Distinct power

How is the consumer helped by retailer

- GLOBAL GAP (year 2000, IPM since 4 years)
- TESCO Nature's Choice, < year 2000, PPL's
- Extra demands, e.g. VGS UK: banning some pesticides, neonecoticides

demands RETAILERS Germany					
RETAILER	number ingredients	MAX. CONS. % MRL	total CONS. % MRL	intake % ARfD	total intake % ARfD
LIDL / KAUFLAND		33		100	100
REWE / METRO		70		70	
PLUS	5	70	70	70	70
ALDI	5*	70	80	70	80

Focus Retail: damage control

- MAJOR FOCUS ON USAGE CHEMICALS !!!!
- Other focus
 - Welfare of labour e.g. program GRASP
 -



Opportunities



Door de bijzondere samenwerking tussen boeren, producenten en supermarkten, is de boodschapper de baas bij Bio+.

Kortom, Bio+ is helemaal van boeren, beesten en boodschappers... helemaal van jou!

Probeer ook eens:

KIJK VOOR MEER BIO+ OP WWW.BIO-PLUS.NL

Bio+

Ken je het verhaal over Bio+ al? Het begon allemaal tien jaar geleden met een handjevol enthousiaste vakmensen met hart voor boeren, beesten en leefomgeving. Vandaag de dag wordt Bio+ nog steeds bestuurd zonder winsttoegmerk.

Bio+

Helemaal van boeren, beesten en boodschappers!

HIER OPENEN



Difficulties

- Traditional growing, professional IPM, 'almost' organic farming
- In Netherlands USDA – organic production
- Definition of 'organic' not the same in EU
- For consumer: or organic or not !
- For retailer: ditto (logistics, pricing, etc)

Conclusion: NO separate IPM product!



Will the preference of consumers influence implementation IPM ?

IPM : is more than 'chemicals', so

- can be a marketing solution to solve certain market problems (can load sustainability, water usage, new breeding techniques etc.) in b2c
- can be used by marketing specialists to cope retail demands in b2b
- Should be the step towards “controlled” organic production (new definition)



Conclusion

- (parts of) IPM as concept is marketable to consumer
- IPM as technique and implementation not marketable to consumer
- Consumer was / is ' / will be on steerwheel, EU with IPM legislation can be an answer.

Future ?



The Foodsniffer Project (EU funded)
Soon every one can detect pesticides, allergenes and contaminants
with a smartphone

**Thank you for your
attention**