



Shaping IPM with NGOs and retailers

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Outline

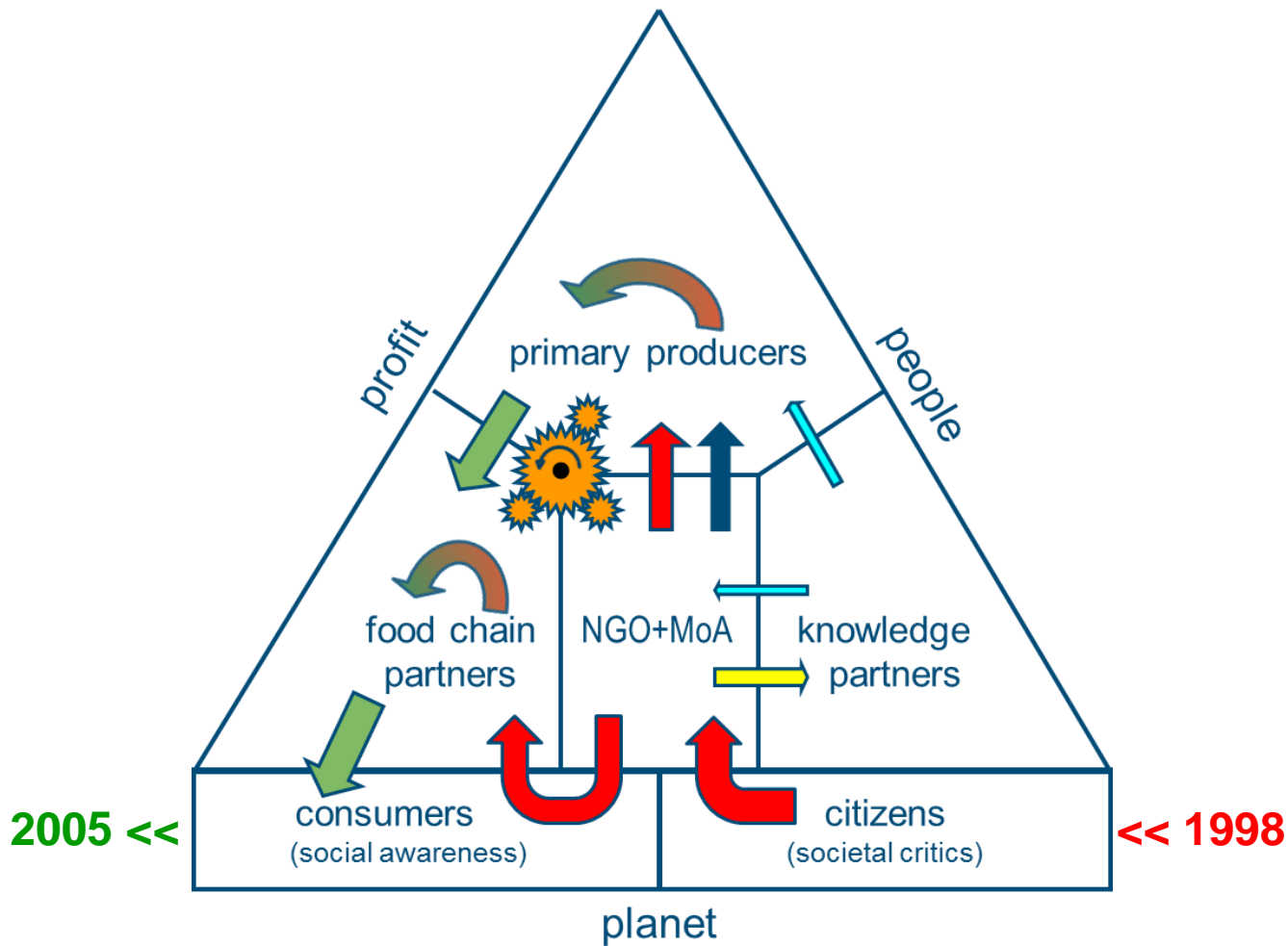
- Public debate MRLs
- Role of NGOs
- MRL requirements retailers
- Price premiums Germany
- Access to market segments
- Challenges for PURE

Public debate MRLs

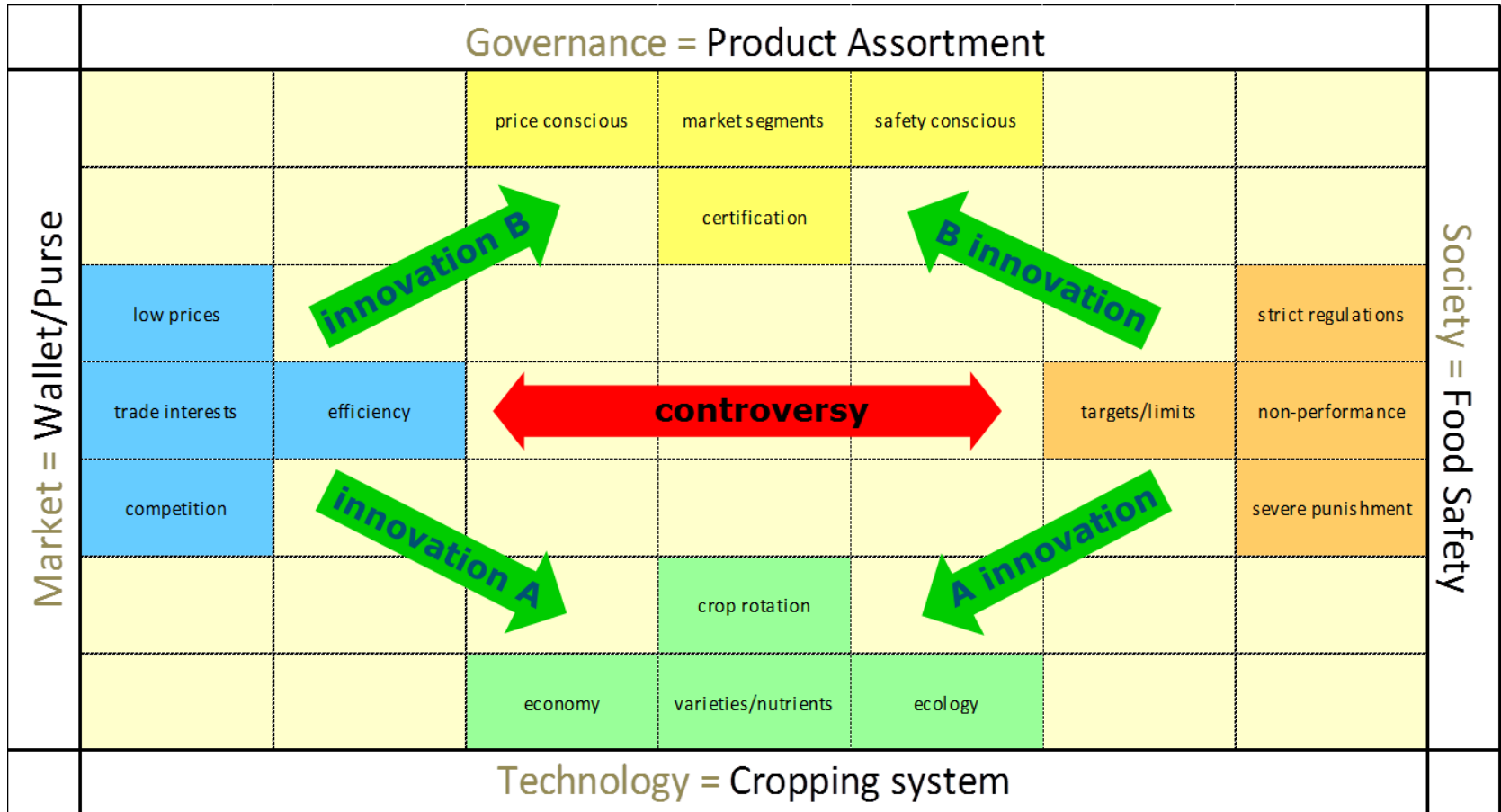
- ENDURE – 2010
- Corpus analysis
- Newspaper articles
- Questions in parliament
- The Netherlands
- France



Flow chart of debate



Twin innovation



MRL requirements



Germany



- Maximaal 33% MRL norm
- Maximaal de ARfD per actieve stof, som < 100%
- (Kaufland) laagste telt: EU of oudste Duitse norm max 70% ARfD maximale som van 100%



- Maximaal 70% MRL per actieve stof
- Maximaal de ARfD per actieve stof



- Maximaal 5 werkzame stoffen
- Maximaal 80% som MRL's
- Maximaal 80% som ARfD's

- Maximaal 70% MRL
- Maximaal 70% som ARfD's
- Maximaal aant. werkz. st. per gewasgroep (3,4,5)



- Maximaal aantal werkzame stoffen per gewasgroep (3,4,5)
- 70% per act. stof en Max. 80% som MRL's
- Maximaal 80% som ARfD's



- 70% MRL
- 50% Gärtners Beste



- 70% MRL per stof
- < 100% ARfD per stof
- Maximaal aantal werkzame stoffen in de toekomst verminderen

Restrictions on:

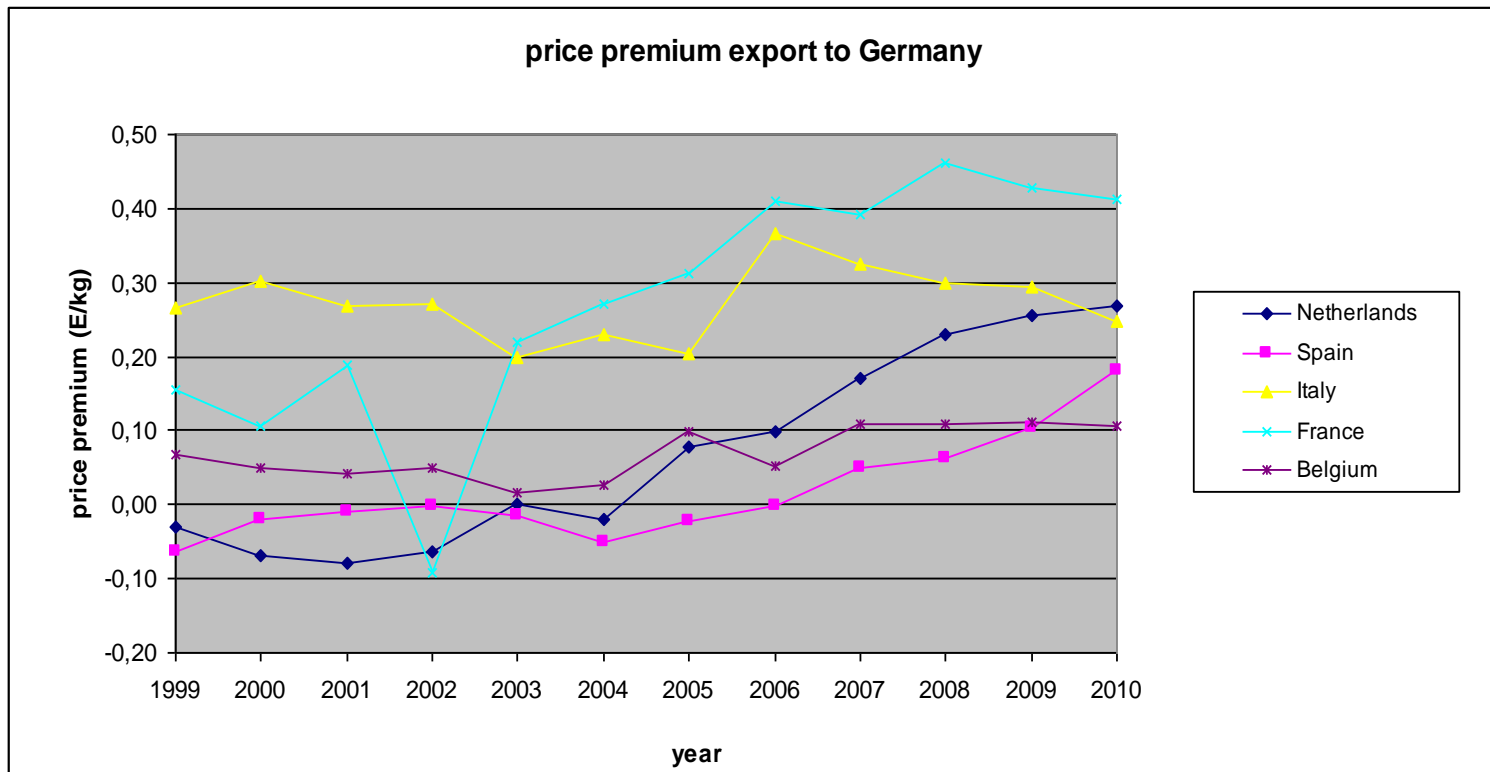
- MRL
- ARfD
- # substances

Price premiums

- Eurostat Comext
- Exports to Germany
- Exports to other countries
- Price premiums Germany
- 1999 – 2010
- Tomatoes
- Apples

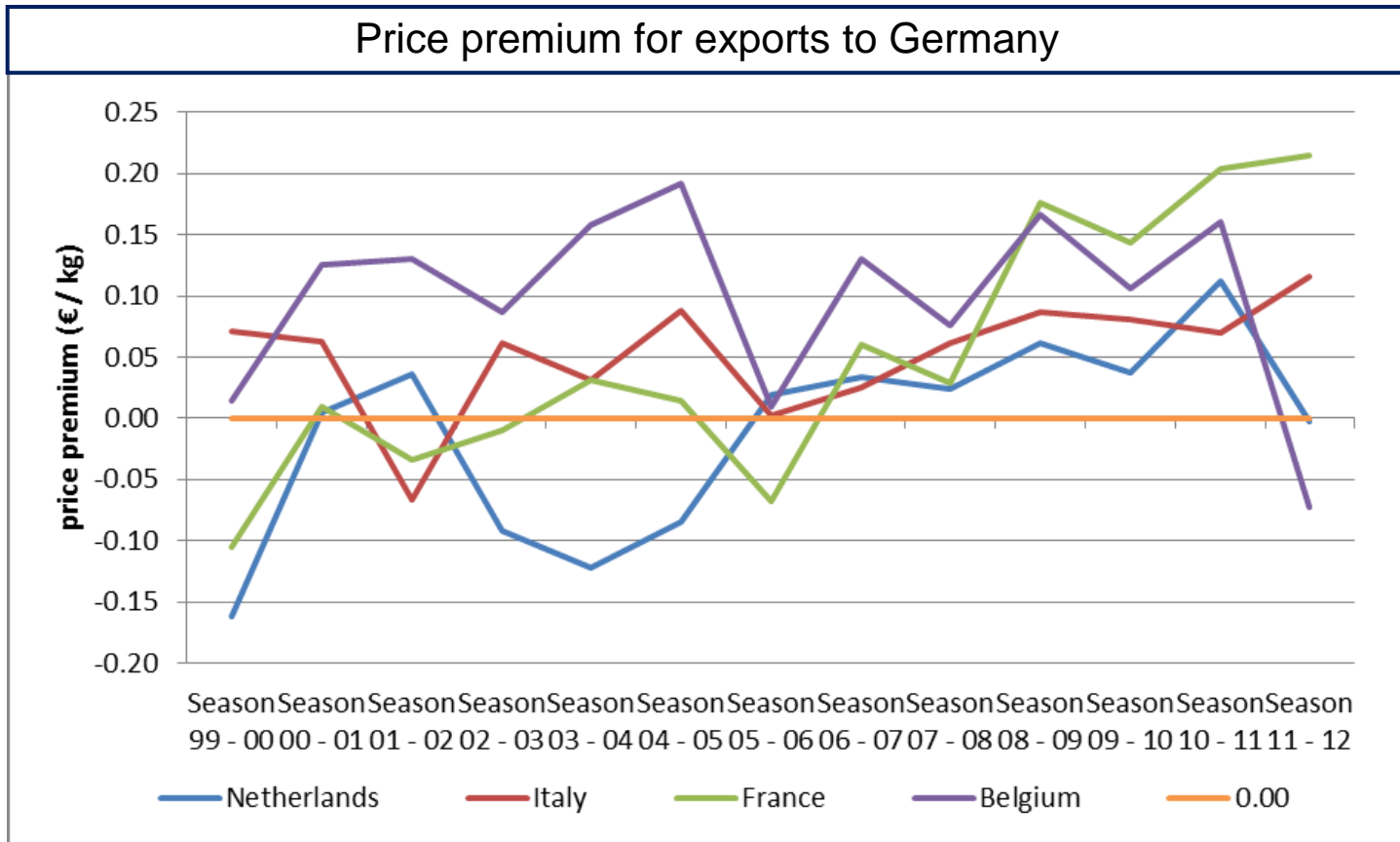


Price premium tomatoes



Source: PURE-WP7 Deliverable Task 1 + 2

Price premium apples



Source: PURE-WP5.4 (ex-post evaluation; work in progress)

Access to markets

- Willingness to pay
- Top segment in market
- High quality products
 - type of product
 - size, colour, taste, shelf life
 - low residue
- IPM = low residue
- Low residue = access top segment



Reflection

- Fruit and vegetables
- Top segment is willing to pay
 - price premium of 10-30%
- Focus on high product quality
- Adjusting experiments to market demands (high quality, low residue)
- Control costs less important



Challenges for PURE

- WP7 – Tomatoes:
 - Diseases
 - Ventilation
- WP5 – Pome fruit:
 - Storage diseases
 - Antagonists



Thanks for your attention



Jan Buurma
Future IPM, 20 March 2013

