Dutch Produce Association (DPA)
Will the preference of consumers influence implementation IPM?

• Introduction
• Perspective of consumer
• Perspective of retailer
• Opportunities/ ‘umfeld’
• Conclusion
Introduction

Wim Rodenburg,
Member staff DPA

2014: founding GroentenFruit Huis with Frugi Venta (traders): the new branche organisation F+V
PO’s in the Nederlands

• * 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:

- Pest
- Crisis
- Residue
- Meat scandal
- EHEC bacteria
- GMO
- Origin fraud
- Roundup
- Not safe for my children
- Hormones
- No taste
- Neonecotoiden
But…. this is his/her behaviour

Source PT/2011

Important factors in buying vegetables
And this what he wants

<table>
<thead>
<tr>
<th></th>
<th>Importance</th>
<th>Willing to pay extra</th>
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<tbody>
<tr>
<td>Animal welfare</td>
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<td>No child labour</td>
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<td>GMO free</td>
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<td>Fair trade local farmers</td>
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<td>Low energy in production</td>
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Consumer research by Nestle in Germany in 2012:

Free of chemical pesticides is far more important that saving energy, even more than organic or regional.
And this is his toolbox !!

SOCIAL MEDIA

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:
- 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, neonecotoides

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<th>intake % ARfD</th>
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</table>
Focus Retail: damage control

- MAJOR FOCUS ON USAGE CHEMICALS !!!!

- Other focus
  - Welfare of labour e.g. program GRASP
  - ........
Opportunities
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.
The Foodsniffer Project (EU funded)
Soon every one can detect pesticides, allergenes and contaminants with a smartphone
Thank you for your attention