
Crop protection in horticulture.

How to rescue growers from punishment for shortfall of control agents?

26 November 2013, Jan Buurma and Volkert Beekman



My passion

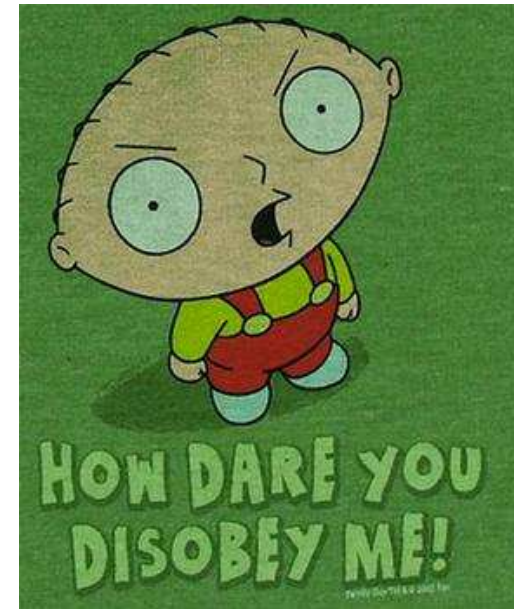
- Born on arable farm
- Educated in Wageningen
 - Agronomy
 - Business Economics
- 25 years in crop protection
 - Indonesia (1987-1992)
 - Netherlands (1995-date)
- Management of change
 - Reflection in 2002
 - Social relations



*progress in
my village of birth*

Shortfall of control options

- EU Directive 91/414
- EU Regulation 1107/2009
- Major decline in authorisations
- Shift to selective pesticides
- **Outbreaks of emerging pests**
- Unlawful use of pesticides
- Exceeding of residue limits
- Fines by Food Inspection Authorities
- Rejections by retail companies

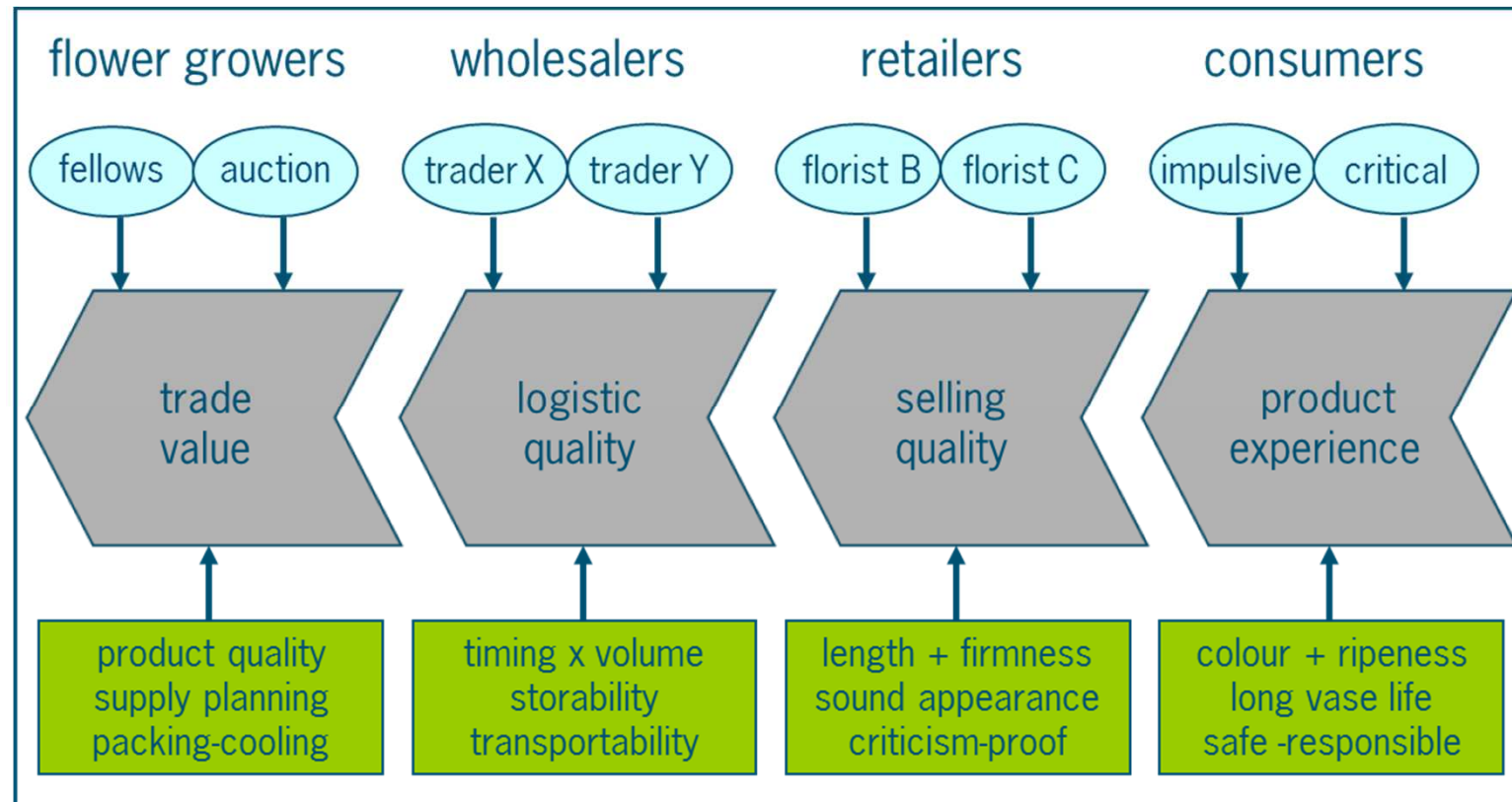


Process to progress

- Understanding mechanism
- Power relations and interests
 - Value chain
 - Knowledge chain
- Appraisal of current situation
- Challenges to be taken up
- Options for improvement

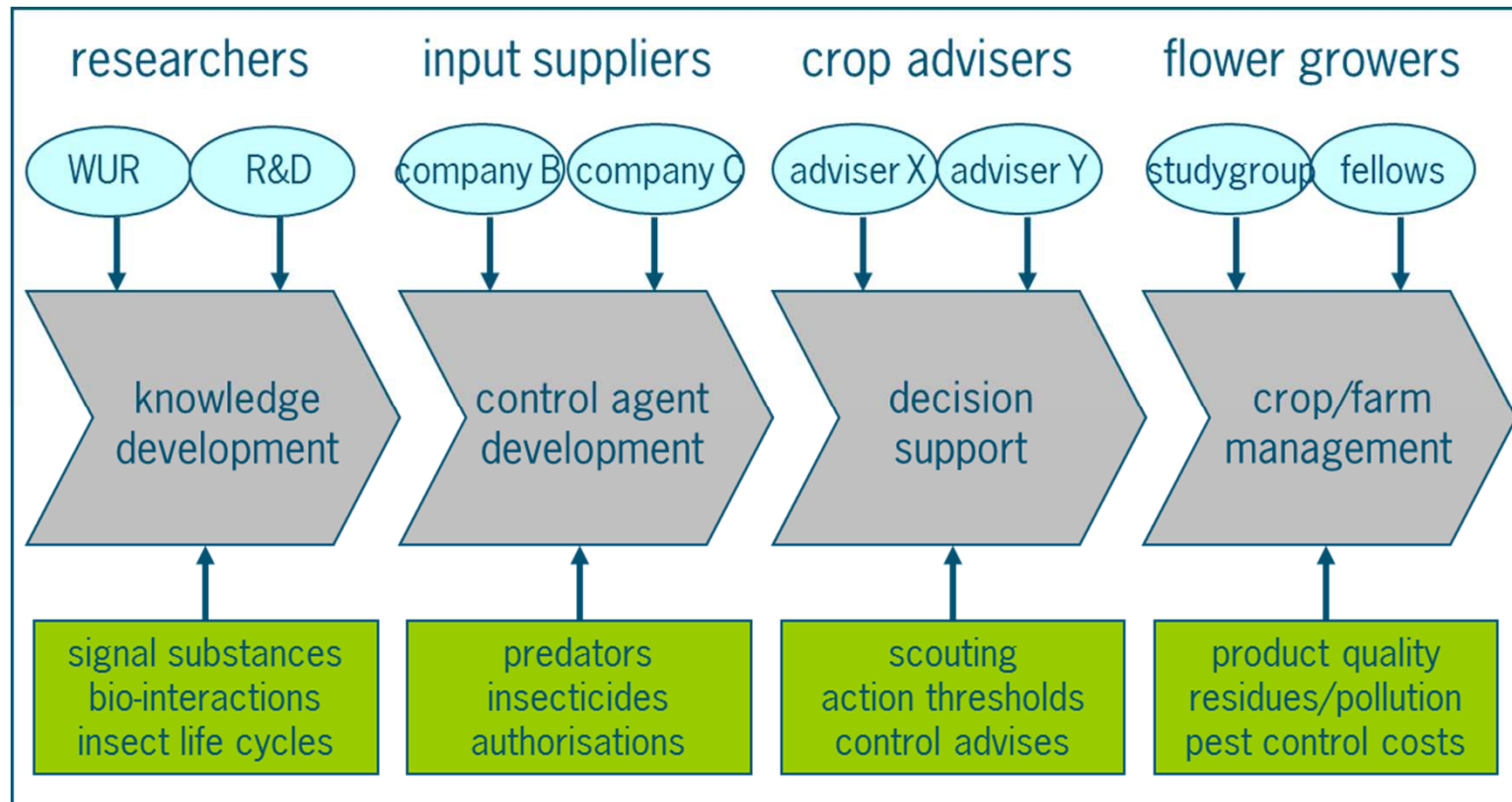


Power relations in value chain of flowers



Value chain partners impose "license to deliver" on flower growers

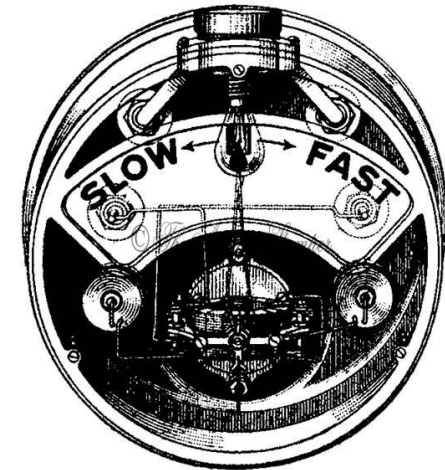
Power relations in knowledge chain



Flower growers depend on knowledge chain for new control options

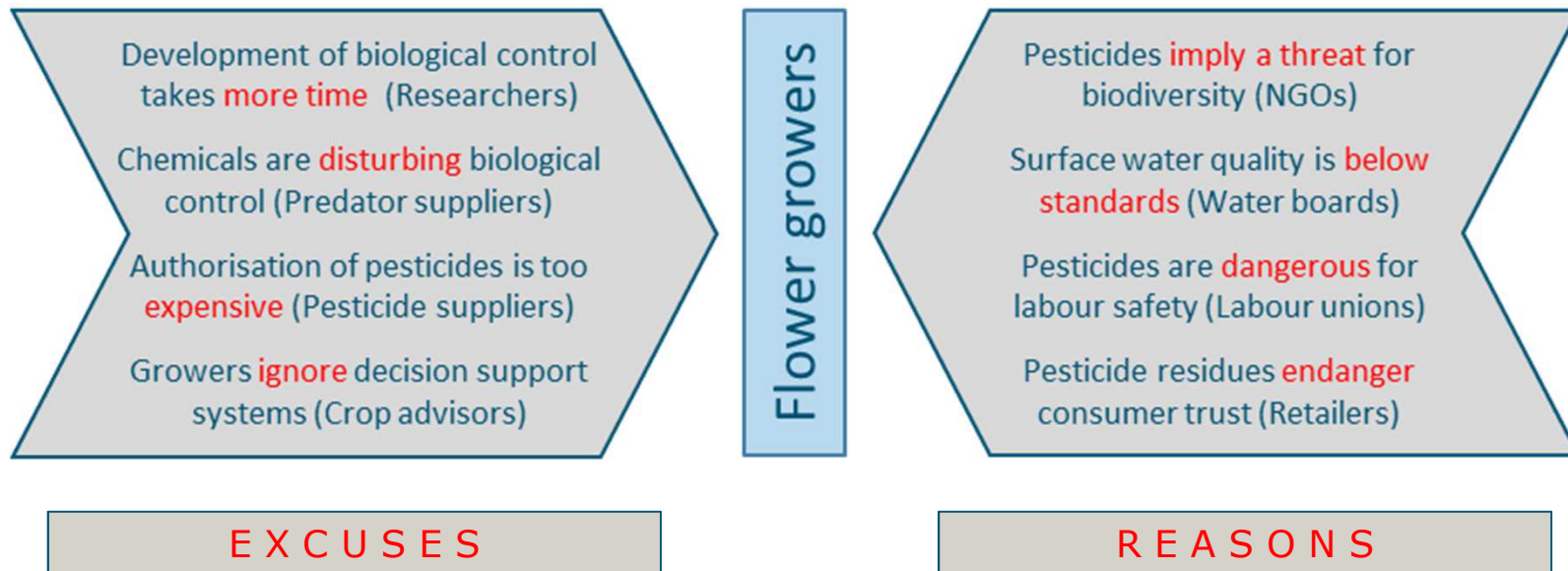
Appraisal of current situation

- Fast increase product requirements
- Slow release new control options
- Shortfall = difference in dynamics
 - Knowledge chain lagging behind
- Challenge = align the dynamics
- Coordination among parties
- Starting from framings of pesticides



Framings of pesticides and pest control

Source: action research on preparation of National Action Plan on crop protection



Options for coordination among parties

- Public-private partnership for research on plant health, under coordination of national growers' organisation
- National agreement (growers, value chain, knowledge) for collective action on sustainable crop protection
- Good farming certificates awarded by NGOs for distinct levels of biological control in flower production
- Collective action of retailers and growers to supply higher market segments with pesticide free flowers

Thanks you for
your attention

Social innovation
needs attention in
governance of
sustainable crop
protection



Process to progress revisited

Dimensions of crop protection:

- Biology plants, pests, predators
- Technics equipment, applications
- Economics costs and benefits
- **Sociology** **power and interests**
- **Ethics** **rights and duties**

