



European
Crop Protection

Safe Use Initiative (SUI)

08th February 2012

by

Hans Felber

ECPA Project Manager SUI

Frame of SUI

European legislation



ISSN 1725-2555

Official Journal L 309
of the European Union



English edition Legislation Volume 52
24 November 2009

Directive 2009/128/EC of the
European Parliament and of the
Council of 21 October 2009
establishing a framework for
Community action **to achieve the
sustainable use of pesticides**



Operational objectives of SUI

Risk reduction for operators / workers / bystanders / residents and the environment

- **Demonstrate the existence of safe use practices**
- **Provide expertise and training material on best use practices**
- **Raise users', distributors' and advisers' awareness on safe and best use practices**
- **Disseminate adequate messages and educational material**



SUI history, status and outlook

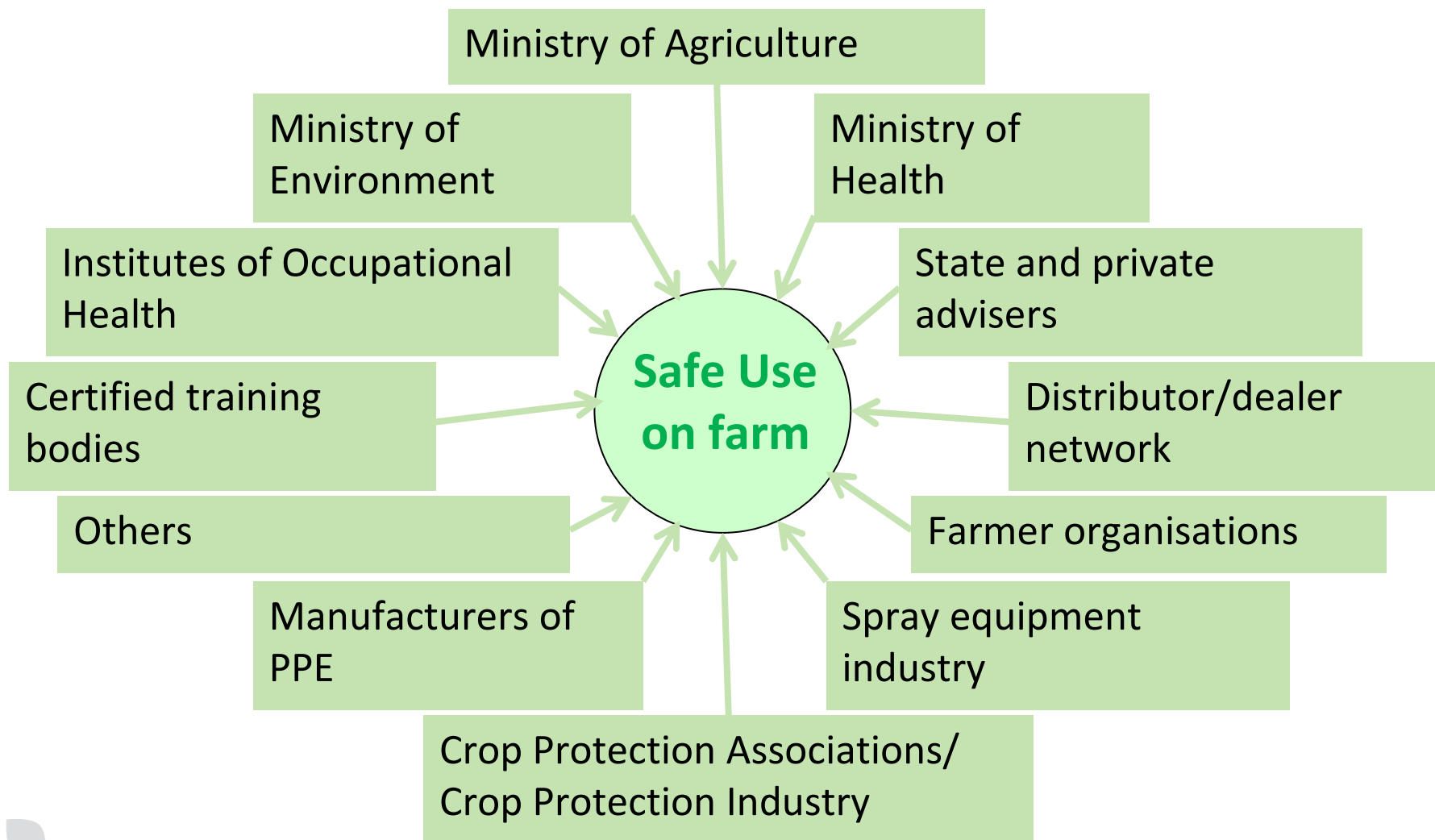
- **SUI I (2002-2005):** Pilot project in Spain (Almería)
- **SUI II (2005-2007):** Implementation in Portugal (Minho) and Greece (Crete)
- **SUI III (2008-2010):**
 - Rollout over whole Greece and Portugal
 - Implementation in Poland (Warka/Grójec) and, on request of Polish officials, quick roll out over whole Poland
 - Implementation in France and Italy
- **SUI IV (2011-2013):**
 - 2011: Expansion to Cyprus, Lithuania, Slovakia, Romania and Bulgaria
 - 2012: Initiation in Latvia, Turkey, Serbia and Croatia



SUI Countries



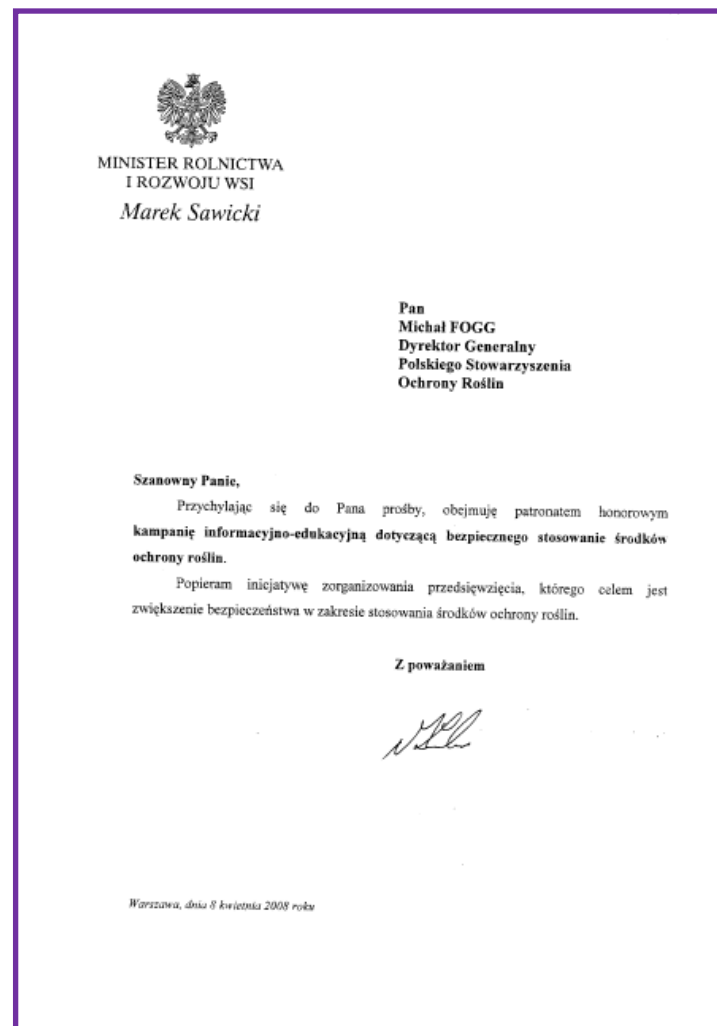
Importance of joined forces



SUI patronage and agreement by key stakeholders

Example Poland

- Patronage by Minister of Agriculture Marek Sawicki
- All training material approved by
 - Ministry of Agriculture
 - Plant Protection Inspection (PIORiN)
 - KRUS (Agricultural Social Insurance Fund)



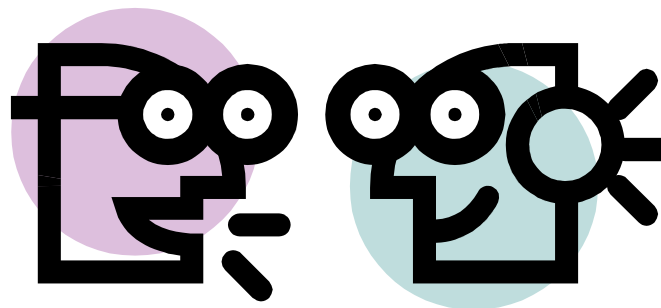
Indicators for success

Baseline and progress survey: 200 growers / operators have been observed and interviewed by professional market research institutes

Observation

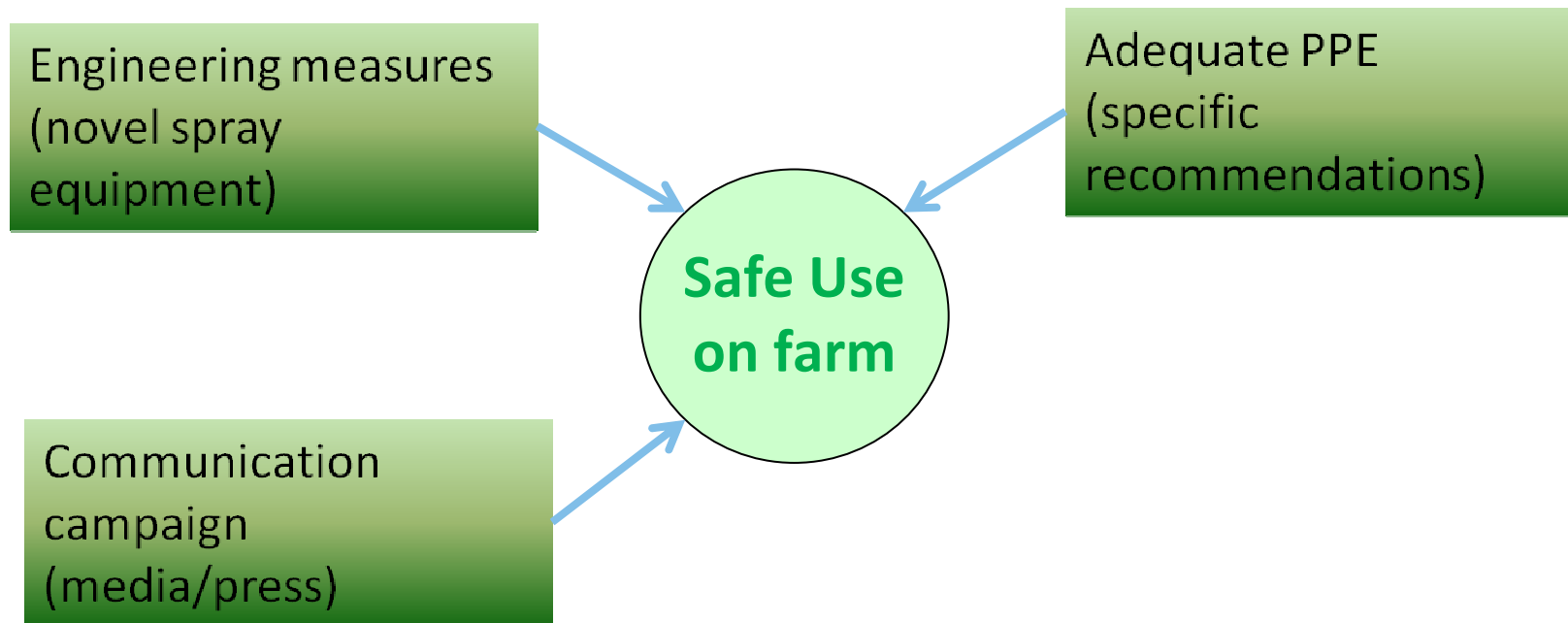


Face to face interviews



Main measures

Risk reduction for operators / workers / bystanders / residents and the environment



Communication campaign



Awareness campaign

- Billboards/Poster
- Radio/TV
- Advertising/Press releases
- Farmer Exhibitions

Technical campaign

- Brochure/leaflets
- Video
- Web site
- Calendar
- Newsletter



From the baseline survey 12 key messages to cover gaps have been identified

- Web site
- Brochures
- Leaflets
- Calendar
- Exhibition
- Video
- Season's Greetings



Web sites (key messages)



Radio and TV spots

- ‘Safe Use’ Radio and TV spots approved as social messages by the Greek National Council for Radio and Television (NCRTV) are broadcasted free of charge by 50 TV stations of regional and local range during 1 month

- TV spot



Articles in trade press

A series of 3 articles in 3 major orchard farmer magazines
(farmers trust farming magazines most of all)



Sad Nowoczesny
Edition 7,500



Contest for a safe farm

Safe use sets for the winners of the contest for a safe farm



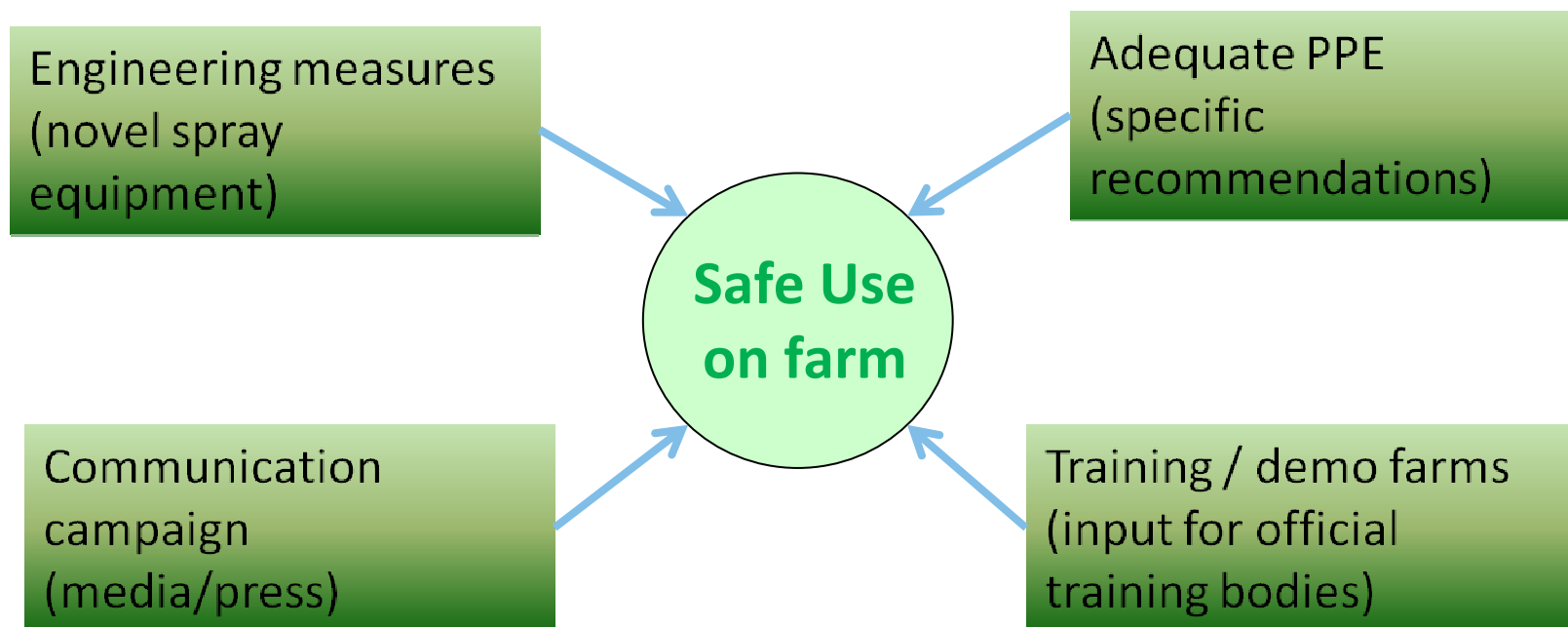
Polish Minister of Agriculture
(Patronage of SUI)

Safe Use kits
(PPE, CD)



Main measures

Risk reduction for operators / workers / bystanders / residents and the environment



Sustainable training

- Addresses farmer's needs
- Provides useful hints
- Is practical and support farmers in their daily work



Sustainable training

- Few key messages (say, what is important, and not everything we know)
- Agreed messages by all stakeholders (do not confuse farmers)
- Practical messages (training in the field and on farm)
- Video



Practical training on demo farms

- In collaboration with officials (Agricultural Institutes / Training centers, regional Ministry of Agriculture) demo farms have been established
- Farmers see and can discuss practical solutions which they can copy



EC: SUD and National Action Plan (NAP)

Timeline	Issues
24 Nov 2009	Sustainable Use Directive (2009/128/EC) published in the Official Journal of the EU
29 Jun 2010	Corrigendum to Directive 2009/128/EC
26 Nov 2013	MS shall establish certification systems for professional users, distributors & advisors Training subjects (Annex I of 2009/128/EC)
26 Nov 2015	Sales of products for professional use are restricted to professional users holding a certificate



SUI became a political tool

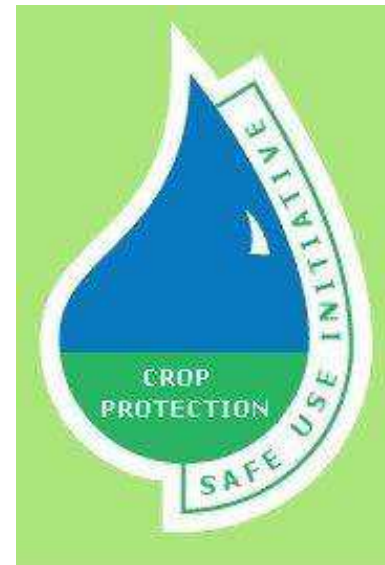
Technical aspects

Political use

- **Technical aspects**
 - Safety measures
 - Proper handling of PPP
 - Protective equipment
 - Operator exposure reduction

- **Political use (NAP)**
 - Offer knowledge
 - Provide training material
 - Demonstrate good agricultural practise
 - Being a reliable partner

**Thank you
for your attention**



Hans Felber

Safe Use Initiative Latvia
08th February 2012

22