Conclusions

11 Points

• Our food in Europe is safe

• The topic of crop protection is complex
  – Difficult to explain in simple words
  – But easy to simplify and caricature
  – It requires a differentiated narrative depending on the audience, policy maker v general public

• The conversation is changing
  – Growing understanding that pesticides are a means to an end and the question is about the production – and consumption – models

• Current policy makers only look at the regulation, not at the model or the agronomic or economic impact of their decisions

• There are large opportunities for the crop protection industry to contribute to a more sustainable model
Conclusions

• Innovative solutions should be encouraged and accelerated, not slowed down

• SUD is an opportunity for industry to help drive the changes and demonstrate our willingness

• No regulation can address the trust issue – we have to address it ourselves through our actions

• Let’s acknowledge the end of evidence-based decision making

• We need successful farmers now, in the future and for a long time

• The dialogue with retailers and/or consumers is difficult but welcome