

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