

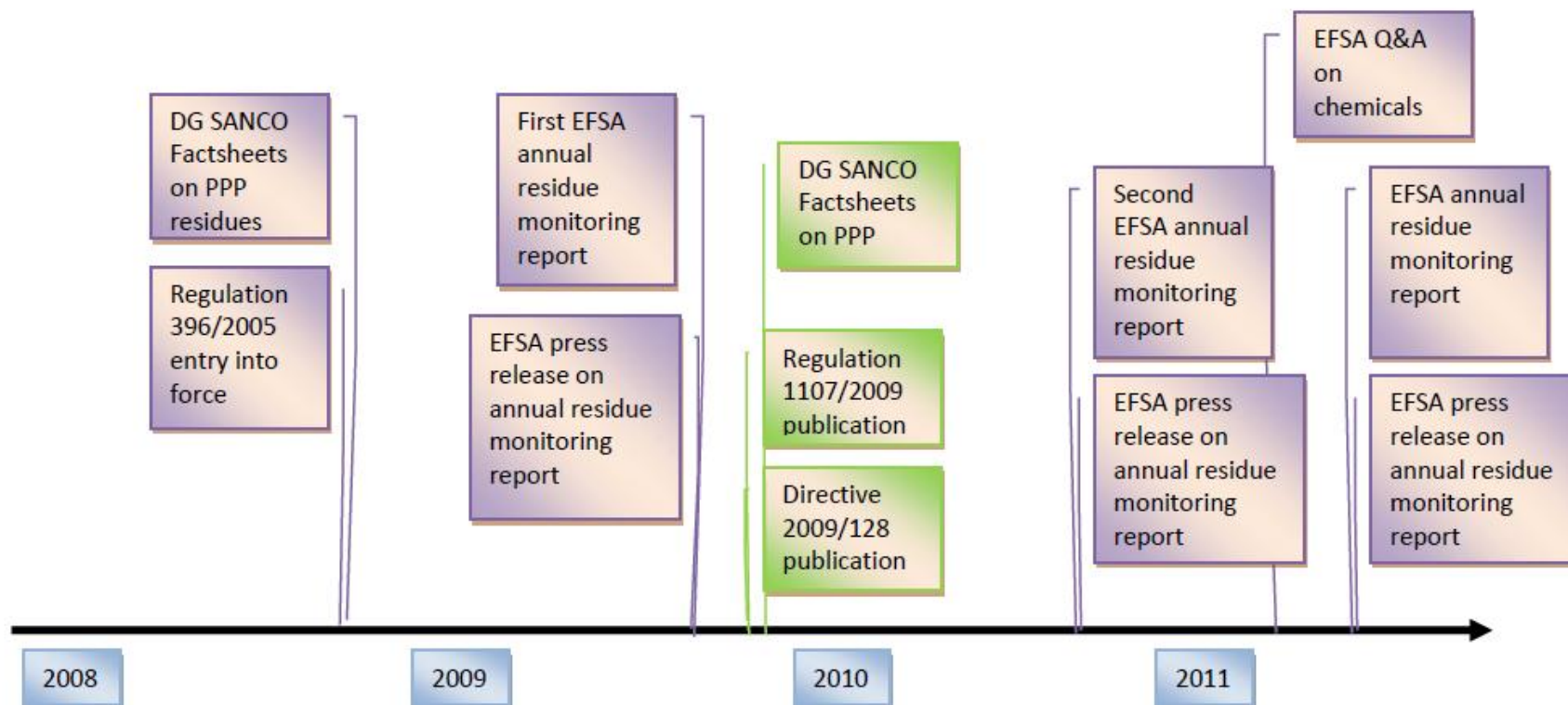
Pesticide session ECPA presentation



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Context

Recent legislative & policy steps regarding pesticides:



- Many legislative and policy developments
- Many opportunities and challenges to “communicate”

Pesticide Communication

Challenges and Difficulties around communication on Pesticides

- Environment of fear
- Mistrust of regulatory process
- Scientific process difficult to apprehend

Examples of some communication we observe:

- × Appealing to emotions and scaremongering
- × Not technically/scientifically correct
- × Only using half of the truth of official information
- × Using “leaked” documents
- × Communicating before official release
- × Questioning official communications e.g. EFSA, DG SANCO
- × Competing on food safety, undermining consumer confidence

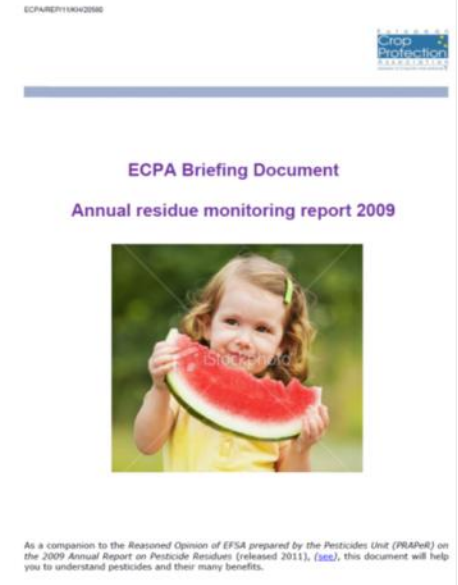


ECPA approach

- ✓ Risk-benefit communication
- ✓ Clear, understandable messages based on Science
- ✓ Building on official releases e.g. EFSA, DG SANCO
- ✓ Shared internal and with external stakeholders
- ✓ Collaboration with other stakeholders
- ✓ Proposing solutions if bottlenecks identified

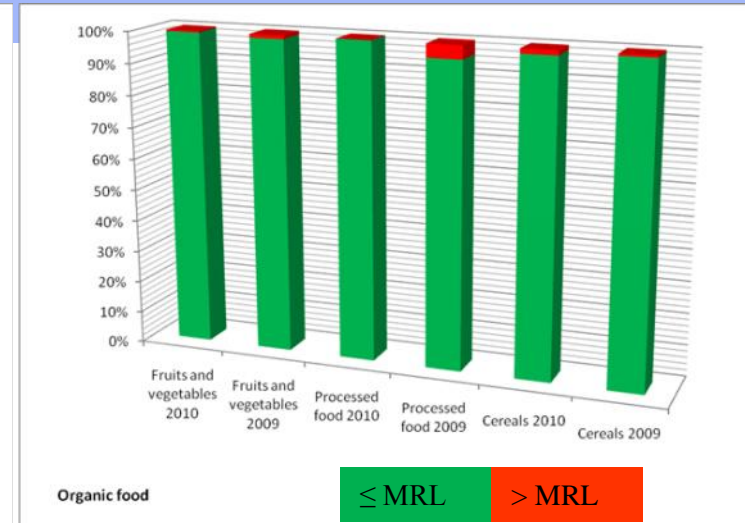
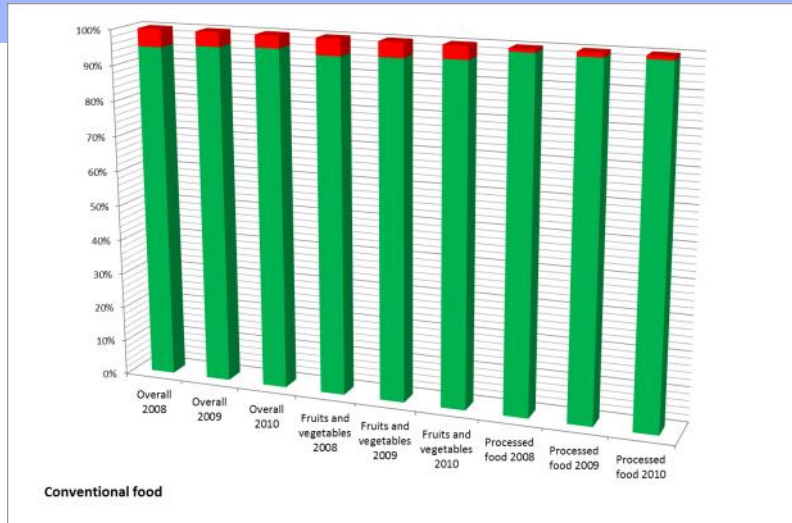
Key ECPA Documents related to annual residue report

- Briefing Documents on Annual Residue Report incl. results and process
- Q&A document on PPP incl. benefits of PPP, meaning of results and process
- Analysis and Comparison of results of year at stake comp. to previous year
- Press Release



Example: communication around publication of annual residue monitoring results

**Industry
communication
of results –
pictures talking
Overall trend**



“The positive effects of eating fresh fruit and vegetables as part of a balanced, healthy diet are well proven and far outweigh any concern about pesticide residues” Dr BROWN, Ian, Chairman of UK Pesticide Residue Committee, third quarter report 2010 on pesticides residues, 10 March 2011.

“Efficient and innovative plant protection is one of the key factors in producing safe and healthy food at a reasonable price. This is to the benefit of consumers, farmers and industry across Europe.” J. Dalli

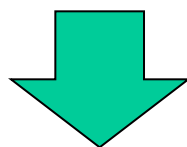
The Food Chain Roundtable

- **Informal platform of food chain associations**
- **Composed of CELCAA (agri-trade), Freshfel (fresh f&v), COPA-COGECA (farmers), CIAA (food industry), FEDIOL (vegetable oils and fats), FEFAC (feed), PROFEL (processed f&v), COCERAL (grain trade), ECPA (pesticides), COLEACP**
- **Main objective :**
 - **Discuss and share relevant background to EU developments on plant protection, sustainable agriculture and food quality & safety and develop appropriate actions and responses**
 - **Share expertise and common views for communication to other stakeholders**

The Food Chain Roundtable approach

Food Chain Documents by all or several members around residues

- Position Papers on MRLs, reasons for exceedances and their relevance for the consumer
- Q & A on Residues for the entry into force of Regulation 396/2005
- Factsheet and Press release for the Annual Residue Monitoring Report if needed
- Provided to DG SANCO and EFSA



Encourage communication initiatives
i.e. Q&A, Factsheets
from EU food safety authorities

Document prepared by the Food Chain Roundtable on Plant Protection

Proposed Questions & Answers for Possible Use

- Q. Why do farmers use Plant Protection Products (PPP)?
- To ensure that crops are healthy and safe for human consumption by keeping them disease and pest free.
 - To ensure the quality, availability and affordability of food all year round.
 - To reduce yield losses associated with pest/disease attack or competition from weeds
 - As a key building block for sustainable agriculture
- Q. Are PPPs still present in foods when I buy them?
- In the majority of foods, no residues of plant protection products are detected
 - The use of some Plant Protection Products may leave a trace amount of residue on the food. These traces may be reduced by washing or peeling the produce.
 - Food can only be sold if these residue traces are within legal limits
 - Legal residue limits are set and monitored by independent government authorities
- Q. What is a maximum residue level (MRL)? How do we know that a specific level of residue is safe?
- An MRL is the maximum amount of residue legally permitted in food/feed (processed and unprocessed)
 - An MRL is set by the European Commission before MRLs are set
 - MRLs are set by the MRL setting limit or safety Organisation.
 - MRLs are link to the optimum time of PPP safety, of the consumer
 - An MRL is a

JOINT FOOD-CHAIN BRIEFING ON MAXIMUM RESIDUE LEVELS FOR PLANT PROTECTION PRODUCTS (PESTICIDES)

EXPLAINING WHY OCCASIONAL MRL EXCEEDANCES ARE NOT NORMALLY A FOOD SAFETY ISSUE



2 EFSA communication around pesticides and residues:

✓ Press releases for Annual Residue Monitoring Report

✓ FAQ on chemicals in food incl. some questions on Pesticides

-How are EU consumers protected from the possible harmful effects of pesticides and their residues?

-What are Maximum Residue Levels (MRLs)?

-What is the situation in Europe with respect to pesticide residues on foods?

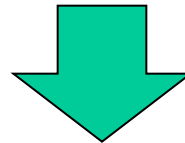
⇒ Clear explanation, fact based, starting on risk-benefit



⇒ Good steps....but more should be done in this way!

The Food Chain Roundtable view

- ✓ Need to promote consumer awareness of high safety factors included in Regulations covering pesticide approval, use and pesticide residues in food
- ✓ Communication must include risk-benefit of today and future technologies including risk and benefits of modern technologies and their contribution to food quality and safety
- ✓ Clear, simple and timely regulator communication from EFSA and EC Commission in partnership is essential



Ultimately to the Consumer Benefit

The eatwell plate

Use the eatwell plate to help you get the balance right. It shows how much of what you eat should come from each food group.



**Thank you for your attention.
Any question:
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