



IBMA France
key 2012 activities ...
and lessons learned from trade
associations

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Key 2012 activities of IBMA France

- **Farre**
- **Accord Cadre Biocontrol**
- **Academy of agriculture**
- **Congres of Perpignan**
- **Make Registration of Biocontrol Products Easier...**



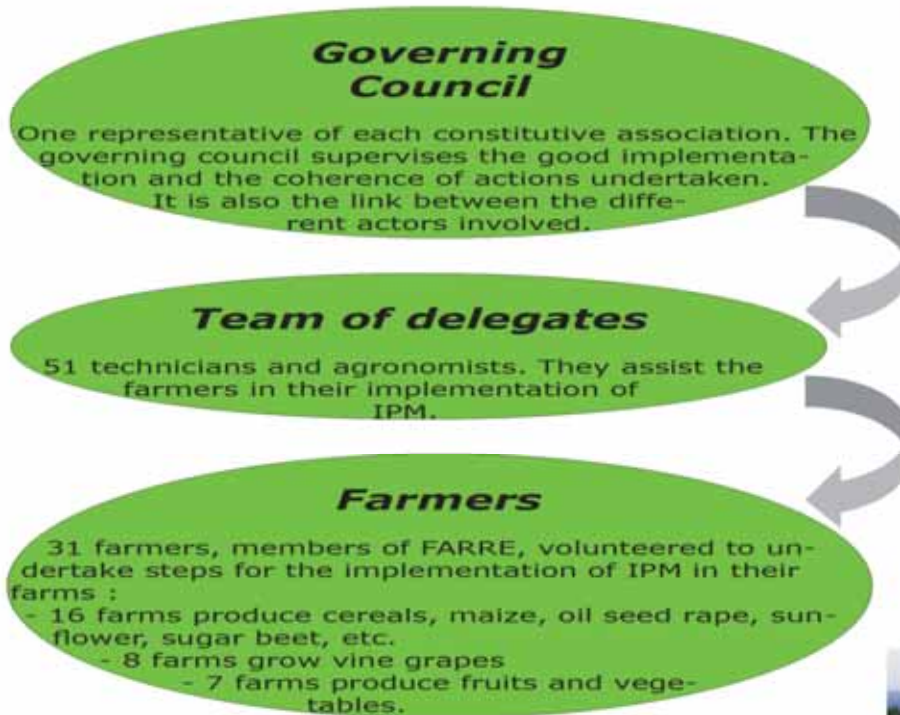
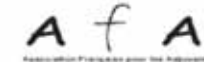
Integrated Pest Management Farms Network

The decision to set up the Network of FARRE Integrated Pest Management Farms was taken in July 2010.

Partners are : FARRE (Forum de l'agriculture raisonnée respectueuse de l'environnement), AFA (Association française des adjuvants), IBMA-France (International Biocontrol manufacturers Association-France) and UIPP (Union des industries de la protection des plantes).

Objectives :

1. Contribute to the definition and the « pilot » implementation in France of the IPM concept.
2. Promote and prove the value of good IPM practices to professionals (farmers, distributors, scientists, extension officers etc.) and other stakeholders (students, journalists, consumers, NGOs etc.). Be the forum for communication and information on IPM.



Envisaged project duration :
5 years

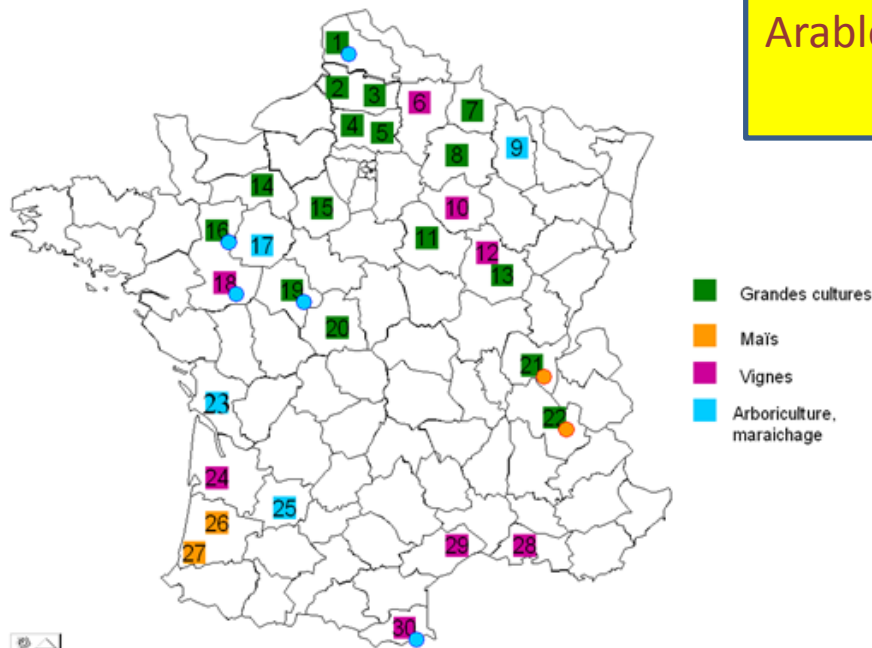
Anticipated results as measured by appropriate indicators :

1. Validate IPM in a broad and representative range of agricultural farms (indicator : Farms Annual Reports)
2. Show that it is possible to optimize the use of pesticides (indicator : Pesticides Frequency Use Index)
3. Strengthen use of Bio-control (indicator : Biological Frequency use Index) and promote IPM (indicator : number of visitors received on each farm)



Information : technical leaflets and panels are being printed in order to explain IPM and its implementation in dif-

The Program: Putting IPM into Practice



Network of 31 Farms
Arable crops, vine , fruits & veg

Program Governance in Place :
National steering committee
Regional support teams
Timelines and milestones fixed

Muddy Boots/Dirty Hands Program:

Operational teams to implement « real IPM » at farm level

- Farmer
- Biocontrol technician
- Agchem Industry /Farre Reps

Train is rolling:
Launch meeting Sept 2010
Farms visits with journalists 11 & 12

The FARRE Program: Progress status

- **28/31 farms: continued commitment to the program**
 - Information famine from the farmers for Biocontrol solutions
 - Experimentation and Biocontrol solutions promoted in Veggies, vines and fruits
 - Lacking solutions in row crops
 - Major goal achieved: strong association between IPM and Biocontrol

The FARRE Program: Progress status ctd

- **Key events in the French market**
 - **ECOPHYTO: creation of a **green index** which measures the use of Biologicals/ Biocontrol products**
 - **Overall framework agreement “Accord Cadre” which regroups 22 key organizations: Ministries, tech , INRA: a written commitment which sets precise goals to promote use of Biologicals/Biocontrol**
 - **FARRE project is **part of the agreement** and key to promote farm experimental development for Biocontrol based IPM**



Biocontrôle « Accord Cadre »

- **What is it about?**
 - **22 stakeholders committing to develop and promote Biocontrol Strategies in Agriculture**
 - **A 5 years agreement with yearly review / possible amendments**

Biocontrôle « Accord Cadre »

- **What are the commitments ?**
 - **Develop Biocontrol strategies** thru developing **innovation & operationnal implementation** (trials, working groups, ...)
 - **Improve individual Biocontrol knowledge** of distributors, advisors and farmers on biocontrôle strategies
 - **Favor Biocontrol strategies adoption** thru **advices to farmers, experience sharing, demonstration platforms, product used quantification and différenciation**
 - **Favor Biocontrol collective working process** within territories and food chain
 - **Communicate towards the « Public » , the « Consumers »**



Biocontrôle « Accord Cadre »

- **Who are the 22 stakeholders who signed the « Accord cadre »?**
 - Technical Institutes : ACTA, Arvalis, Cetiom, CTIFL, IFV, ITAB,...
 - Ag Distribution : FNA, Coop de France, Invivo
 - Agricultural Chambers
 - Farmer Unions (FNSEA, JA,...)
 - NGO : FNE, FNLON
 - INRA
 - UIPP
 - IBMA
 - French Government : Ministere of Agriculture, Ministere of Ecology, Sustainable Development and Energy (MEDDE)



Biocontrole « Accord Cadre »

- **How Long did it Take to Happen?**
 - **19/04/2012** : Launch meeting
 - **06/06/2012** : Inputs from members
 - **12/07/2012** : Consolidation of Inputs
 - **09/10/2012** : Signature & Commitment from All.
- **Work Process driven by the French Ag Ministry**
With constant IBMA involvement along....

Biocontrôle « Accord Cadre »

- What is the specific contribution of IBMA?
 - > 6 Committed Missions :
- Promote innovation : **scientific event every 2 years**
- Promote « Integrated Crop Protection» to Crop advisors and Agricultural Distribution (thru **EcophytoPIC website, FARRE...**)
- Improve Biocontrol Knowledge (advisors, distribution, farmers) :
« **The Biocontrôle & Integrated Protection Academy** »
- Organize **Regional information meetings** for Biocontrol Adoption within the frame of Ecophyto (CROSS with **FARRE farmers**)
- Identify **Food Chain Priorities** where Biocontrol is making a difference
- Presentation of Biocontrol Advancement at « **Assemblée générale IBMA France** », communicated to the **medias (FARRE)**

Biocontrôle « Accord Cadre »

Now the « real » work starts at IBMA....!

1. The **scientific event** in 2 years ...
2. The **documents** to feed the « Integrated Crop Protection» **web site**, the Advisors and the Agricultural Distribution
3. The « ***Biocontrôle & Integrated Crop Protection Academy*** »
4. The Regional **information meetings** within Ecophyto (CROSS)
5. The **Food Chain** Contacts to Identify the levers
6. The **communication to all medias**...the « Assemblée générale IBMA France », etc...

>>>>> and pushing all the **stakeholders commitments to happen!**



Biocontrol Academy

- **Objectives: team of experts to promote, train & inform on IPM/ Biocontrol.**
- **Appointed Louis Damoiseau as Leader of the Academy to :**
 - Search & Selection key voluntary experts
 - Goal is to reach 10 experts : so far 7 in October
 - To train technicians / dealer sales rep – in order to obtain the Certiphyto (certificate to enable farm advice on crop protection) ...1 day regulatory, 1 day chemical protection (Insurance company), 1 day IPM, 1 day Biocontrol



IBMA
International Biocontrol
Manufacturers' Association
FRANCE

Congres of Perpignan :

Natural products & Biocontrol 2012

- **Super Organization by PO2N** : group of researchers from French-speaking countries (Fr, Be, CH, Med countries...), Qualimed and IBMA.
- Theme: going from research to field with Bio
- Bilingual French – English Communications : 26 oral lectures so far, posters, stands, 100+B to B meetings
- Dates : 2012 September 19/20/21
- Reached more than 300 participants ...**thanks to IBMA France & Global support!**



Registration of Biocontrol Products

Easier, faster,...

- **Lobbying group led by Ag French Ministry, including Organic Ag, IBMA, Institutes, UIPP, ...**
- **Planning : new method adapted to register biocontrol products to be proposed at European Level**
- **Need IBMA Global support....**
 - >> **Will need a IBMA France permanent** to coordinate with the French Government.

Lessons Learned ...

- **Company Involvement is key, mostly per Product Group Category**
- **Dedicated minimum resources (people) is critical, both at global and local : focus & follow-up are key to succeed**
- **Structured and regular exchange between Global & Local are essential : regulatory / lobbying & business**
 - > **Complete continuity and consistency are essential : we're implementing SUD !**

CONCLUSIONS

- **Biocontrol will not happen by chance ...**
 - **Think Global (regulate, direct, ...)**
 - +**
 - **Act Local (Implement, Involve, Train, Communicate,...)**
- >>> are Must to Succeed**
- >>> together we're stronger**



Questions / Comments?

THANK YOU