

The Farm to Fork Strategy

For a fair, healthy and
environmentally-friendly
food system

European Green Deal - *von der Leyen Commission*

The Farm to Fork Strategy

A unique chance for sustainable agriculture

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 **BASF**

We create chemistry

European Union



What is the European Green Deal?

The **European Green Deal** is a set of policy initiatives by the European Commission with the overarching aim of making Europe climate neutral in 2050

This includes:

- **the Farm to Fork strategy**
- **the Biodiversity Strategy**
- **EU Chemicals Strategy for Sustainability**



Ambitious targets for sustainable food production in Europe by 2030



Reduce by 50% the overall use and risk of **chemical pesticides** and **reduce use by 50%** of more **hazardous pesticides**



Reduce nutrient losses by at least 50% while ensuring no deterioration in soil fertility; this will **reduce use of fertilizers** by at least **20%**



Reduce sales of **antimicrobials** for farmed animals **by 50%**



Achieve at least 25% of the EU's **agriculture land under organic farming** and a significant increase in organic **aquaculture**

Positioning of the industry in the context of the Farm to Fork strategy will require a strong advocacy approach



European Commission



European Parliament



Council of the European Union



CropLife



copa



cogeca



ESA



ELO
European Landowners' Organization



NSZ
Növényvédelmi Szövetség



Industrieverband
Agrar



Bulgarian
Crop Protection
Industry Association



CYPRUS CROP
PROTECTION
ASSOCIATION



CZECH CROP
PROTECTION
ASSOCIATION



Phytofar



Dansk
Planteværn



aepla



KASVINSUOJELU
TEOLLISUUS RY



uipp



Crop Protection
Association



ΕΣΥΦ
ΕΛΛΗΝΙΚΗ ΣΥΝΔΕΣΗ ΦΥΤΟΠΡΟΣΤΑΣΙΑΣ



CROCPA



FCIO
CHEMISCHE INDUSTRIE



APHA
ANIMAL & PLANT
HEALTH ASSOCIATION



FEDERCHIMICA
AGROFARMA
Associazione nazionale imprese agrofarmaci



LAAA



LAALRUTA
LATVIAN ASSOCIATION OF AGRICULTURAL CHEMISTS



nefyto



PSOR
Polskie Stowarzyszenie
Ochrony Roślin



anipla



AIPROM
Member of European Crop Protection Association



Svenskt
Växtskydd



G12
fitofarmacie



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Industry Position

...CropLife Europe strongly believes that **innovation is a key part of the solution**. Our companies will continue investing in innovative ways to protect crops: with huge investments into pesticides that have a more environmentally friendly profile, biopesticide solutions and precision technologies for sustainable agriculture....

...The uptake of **digital farming technologies** should be incentivised through measures, such as the Common Agricultural Policy, which support farmers in further optimising the decision-making in crop production....

...Overall **chemical and biological active substances have to be considered as complementary tools**, rather than a direct replacement of one over another....

...We support the Commission's aim to increase **organic production as far as it is driven by growing consumer demand** and as long as it does not lead to unintended land use changes in other parts of the world that might have substantial detrimental effects on biodiversity and climate...

...We are convinced that an **impact assessment** is needed, that looks into the impact of growing organic production for food security and that examines the effects on third countries...



**Agriculture is
all about finding the
right balance**

Hybrid Wheat

Unlocking wheat's full potential

- Resilient hybrids across wide range of environments
- Significant yield increase and improved grain quality for enhanced profitability
- Increase food production without increasing need for new arable land (thereby protecting biodiversity)
- More stable food supply to meet demand for growing population
- Completion of wheat crop portfolio to help farmers from seeding to harvest



Smart Spraying Solution for targeted weed control

- Automated, agronomic digital solutions developed jointly with Bosch enables efficient and environmentally-friendly use of crop protection products
- Sprayer automatically differentiates weeds from crops and delivers weed-free fields with targeted precision.
- Targeted and timely use of crop applications – reduced impact on biodiversity
- We aim to cover 125 million hectares by 2030



EASY CONNECT

- Closed transfer system technology for European farmers
- Improves safety by directly transferring liquid crop protection products from original container to spray tank
- Reduces operator exposure and environmental risks from splashing or spilling
- Combines safety with fast and easy handling
- Supported by:  ADAMA  BASF  CERTIS  CORTEVA  Nufarm  syngenta
compatible with wide range of products
- Open technology: accessible to all industry players in the agrochemical sector
- Market introduction expected from 2022





Finding the right balance for success