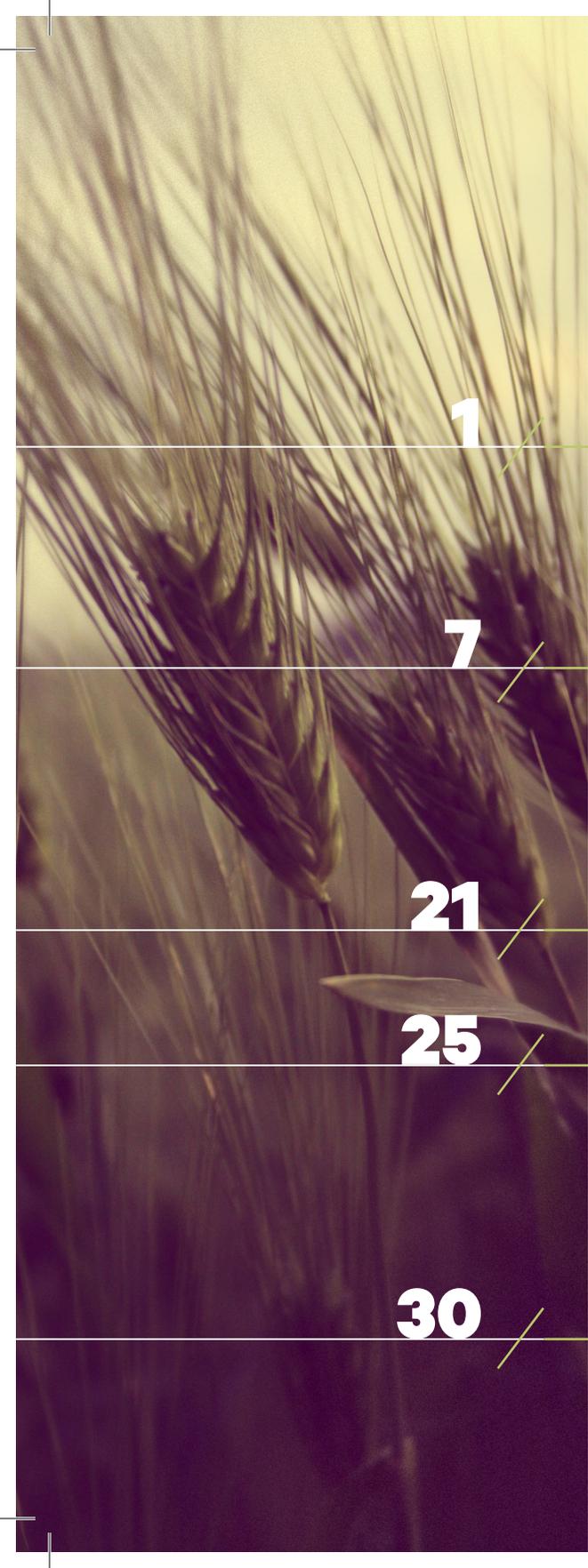


REPORT OF SUSTAINABLE DEVELOPMENT 2015-2016



GROWING TOWARDS A
SUSTAINABLE **FUTURE**



CONTENTS

SUMMARY AND PRESENTATION

1

President statement

1

Designing a sustainable tomorrow

2

AIPROM vision, mission, strategy, values and principles

4

REPORT OF SUSTAINABLE DEVELOPMENT 2015-2016

7

Economic growth and sustainability

9

Social dimension and sustainability

11

Legislation and methodology

14

Environment protection

17

A SUSTAINABLE FUTURE

21

A vision of tomorrow: Initiatives and action plans

22

ABOUT AIPROM

25

Members

26

Directory Council 2014-2016

27

Stakeholders

28

Advisory Board

29

CONCLUSIONS AND OBSERVATIONS

30

Challenges and opportunities

30



Hernan Alejandro Mora
AIPROM President

CREATING A SUSTAINABLE FUTURE IN AGRICULTURE IS ONLY POSSIBLE THROUGH A BALANCED PERSPECTIVE AND BY JOINT INITIATIVES AND EFFORTS

In AIPROM we truly believe that we have the land “borrowed from future generations” so we stand for the promotion of a sustainable use of plant protection products, with respect for the health of people and care for the environment. We have the aim to help satisfy the needs of modern agriculture by setting the base for efficient crop protection solutions that can contribute to meeting society rising demands. We do this through an active involvement in programs and projects that promote the efficient management and responsible use of plant protection products.

Our long-term goal is to preserve our precious natural resources by being a key supporter of sustainable agriculture and we trust we can achieve that goal only by partnering with others, through our external collaborations, our diverse working teams and a clear spirit dedicated to finding strong and applicable solutions able to lead the way to a fair and sustainable tomorrow.

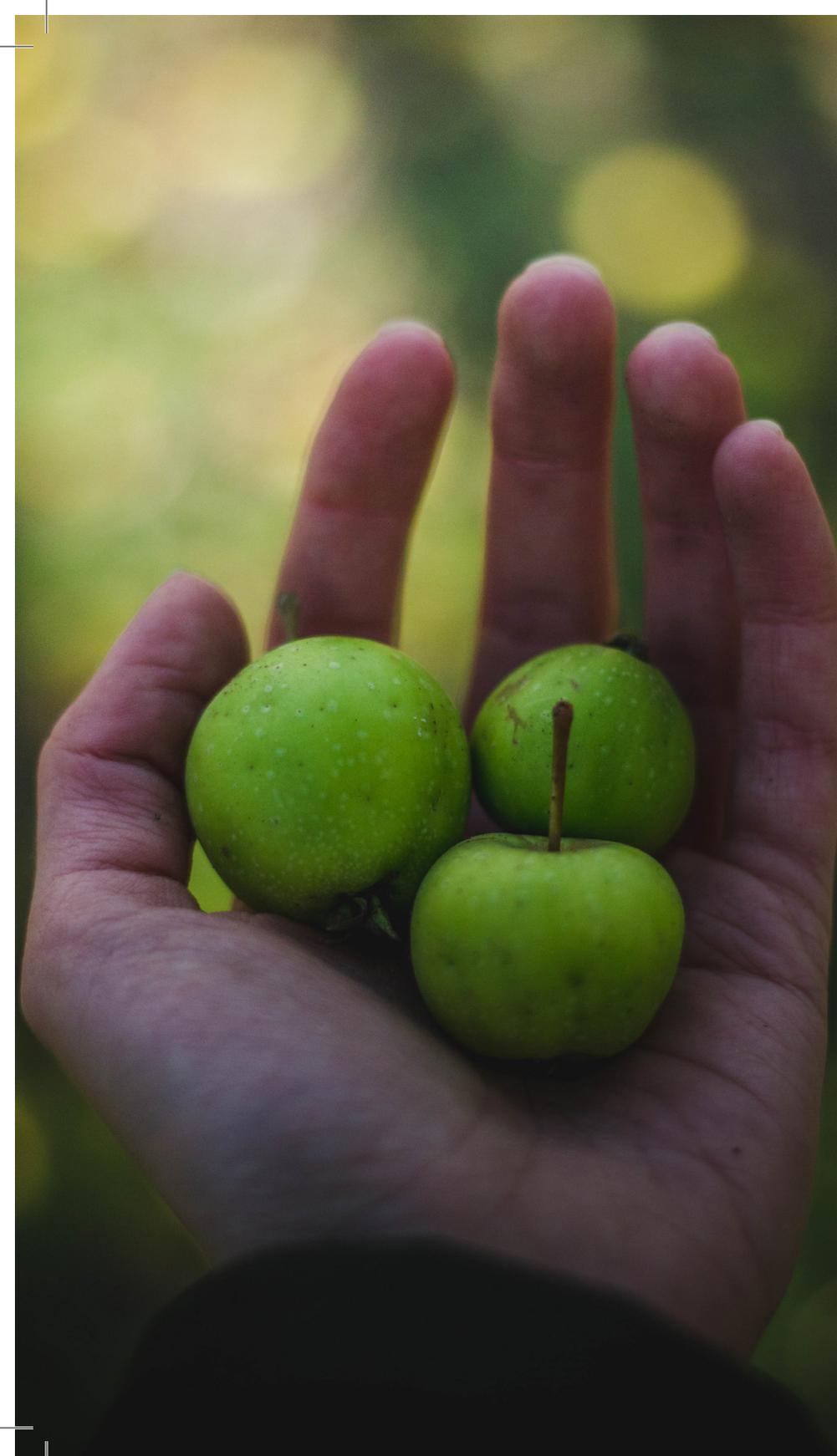
Our aim is to make our voices heard and understood, within and beyond our industry, to make a difference in the context of sustainable agriculture. Throughout this sustainability report, we aim to improve the general understanding and document the organization's efforts and results on its laborious, yet remarkable journey. We consider that this report is a key element in our attempts to bridge the communication gap between all stakeholders involved in AIPROM activity (members, farmers, authorities and society as a whole) and that it represents an important tool for increasing awareness of the positive contribution of the plant protection industry in making a sustainable agriculture.

This Report describes our approach to sustainability and the key actions we have been undertaking during 2015-2016 to develop, implement, and promote sustainable agricultural practices in Romania. We take pride in our programs and projects, and we thank all those involved in bringing them to life, as we strive to serve and support the

society, by unifying all ideas and understanding the roles and effects of our actions.

We wish to develop even further the projects in progress, and begin new ones, by using the feedback and insights received from stakeholders, members, consumers, and any other involved party. While I have no doubt that the journey ahead will be difficult and challenging, given our success in the last years, I am confident that we have the strength and resilience to continue what we started and find new improved tools and approaches to achieve even more, as we strive to help improve Romanian agriculture.

We consider that farming is one of the noblest professions in the world bringing food to our tables, and, at AIPROM, we are committed to helping Romanian farmers improve yields and crop quality in a sustainable way, contributing by that, to overcome the challenge of feeding the world's growing population.

A close-up photograph of a person's hand holding three small, bright green apples. The hand is positioned palm-up, with the fingers slightly spread. The apples are fresh, with some water droplets on their skin. The background is a soft, out-of-focus green, suggesting an outdoor setting like a garden or orchard. The lighting is natural, highlighting the texture of the skin and the smooth surface of the apples.

DESIGNING A SUSTAINABLE TOMORROW

One of the simplest ways of describing sustainability is by saying that it deals with the use of resources in a manner that can meet the current needs while protecting the environment and preserving the rights of future generations. But, sustainability represents more than that. It stands for healthy ecosystems and lifestyle, for communities that have the necessary resources to sustain themselves, and for program development created to prevent any issues before they even happen.

Despite the increased popularity of this new concept, sustainability has been and continues on being addressed, all the more in the light of **environmental change, over-exploitation of natural resources, demographic growth and social search for indefinite financial growth.**

For us, who remain committed to creating a positive change and help to achieve the necessary conditions for a sustainable tomorrow, this is not just another concept nor is it a choice. We can no longer think or imagine that the world is not connected.

THE MYTH:
SUSTAINABILITY IS
ONLY A BUZZWORD,
A TREND

THE FACT:
SUSTAINABILITY
IS THE DRIVER OF
THE FUTURE OF
TOMORROW

Moving towards sustainability is additionally a social test, which involves global and local actions. It is not something to be done overnight. By using science to develop new innovative methods and processes, by changing our work and agricultural practices, by encouraging ethical consumption and adjusting our individual lifestyles such to conserve and help our natural resources flourish, sustainable development is possible and represents a key element in our future survival.

Sustainability, a concept that was initially created in 1987 by the activists John Elkington and Julia Hailes, set up the ground rules for the implementation of laws and generally consented methods able to bridge the gap between environmental science, technology, and societal concern.

Later on, in 2005, the World Summit on Social Development identified three core pillars that contribute to the philosophy and social science of sustainable development.

The three pillars of sustainability are:

Economic development takes into consideration the way businesses and by extension, employability is affected in a sustainable world. At first, economic development and sustainability were considered to mutually exclude each other. In part, because economic development means giving people the needed resources without compromising their way of living while sustainability concentrates on controlling the sacrifice of meaningful resources. To address this paradox and restore the balance, we need to create new processes and come with new business ideas and concepts.

Social Development has a major role in developing a sustainable future as it deals with increasing awareness and creating proper legislations to protect humans' health from harmful incentives generated by businesses. In order to achieve social development, people need to be educated.

Environmental Protection: Reducing power consumption, recycling, limit the use of our

automobiles. Environmental protection is not only the third pillar of sustainability but a primary concern for humanity's future. It also defines the way we should think about securing ecosystems and use of technology.

It is widely acknowledged that many societies collapsed due to their inability to adapt to the newly created conditions by the civilized world. Thus, a question arises: are we going to sacrifice our human existence for the modern world, and jeopardize our children's future or are we going to start creating a sustainable tomorrow so we can reap the benefits and results of our actions?

Even if we don't know what the outcomes will be, we remain committed to being part of the change and work side by side with our partners and members to ensure that the future is something we can all benefit from.

The journey for a better tomorrow starts now!

AIPROM MISSION, VISION, STRATEGY, VALUES & PRINCIPLES



VISION

AIPROM is a local Romanian Association, representing the crop protection industry that operates on a larger scale, as a member of the European Crop Protection Association (ECPA). Our members develop efficient and creative solutions to keep crops healthy while educating and reshaping the way society understands and acts towards a sustainable agriculture and a sustainable food supply.

MISSION

As an ECPA member, we share and respect the same principles and values; but our local mission is to become a better, stronger and trusted partner and a more influential one at a global level.

Our main focus is on finding proper and productive solutions through which the crop protection industry can contribute, in a more decisive way,

on enhancing the environment, food, and health security, while taking care of water and biodiversity. We develop, assist and promote sustainable agriculture growth by providing market access to high-value crop protection solutions for farmers, manufacturers, retailers and consumers.

Over the coming years, we aim to remove more and more barriers that constrain us from being as effective and responsive as we can be, generating positive change in regards to the use of crop protection technologies, and thus bringing added value for consumers, partners, and society.

AIPROM VALUES

1. Safety when it comes to human health and environmental protection;
2. Transparency in what we do and what we want to accomplish;
3. Accountability for the safe and

sustainable use of our industry' products;

4. Perseverance and proactivity on issues that concerns societies' well-being;
5. Integrity in the sense of acting with honesty and respect and apply only the highest ethical and excellence standards;

We are strongly convinced that **through joint initiatives with both our European and local partners we will be able to deliver better solutions and continuously reflect our companies believes, values and goals.**

PRIORITIES

- Establish a stable environment for innovation through the introduction of new technologies and crop protection solutions;
- Increase public awareness and trust regarding the benefits and safety of using plant protection products;
- Promote best sustainable agricultural practices that are environmentally friendly and safe for farmers and consumers;
- Protect the environment and natural habitats by recommending new and advanced crop protection sustainable solutions;
- Increase productivity while maintaining plants' health and quality;
- Enhance and promote sustainable agriculture growth in Romania;

AIPROM leads transformation through acknowledgement and promotion of the optimal safe use of plant protection products, according to the principles and standards of sustainable agriculture. Our approach combines care for a healthy and diverse environment with a focus on agricultural economic sustainability.

Human health and environmental protection are our top priorities, and this is why we have managed and implemented numerous projects that are continuously integrated into traditional farming methods.

Also, during these last years, AIPROM made significant efforts to overcome challenges in the crop protection industry by frequently engaging with local regulatory agencies, including The

Ministry of Agriculture and Rural Development, The Ministry of Environment, Waters and Forestry and the Ministry of Health in pursuit of common-sense policies and regulations.

We consider that implementing sustainable agriculture is an absolute necessary long-term action, as it aims to overcome the challenges and restrictions that the conventional agriculture is currently facing. The rational application of high-quality phytosanitary products, harmless to both the environment and people's health, is an important first step towards such an outcome.

AIPROM acts with integrity, passion and, above all, with honesty.

WHAT WE STAND FOR

Technology: the introduction of new processes and methods involving advanced crop protection products that hold up appropriate toxicological and environmental proprieties and standards;

Development: testing and optimizing product formulations to ensure safe and effective use of crop protection technology;

Accountability: responsible manufacturing, packaging, and transport of crop protection products to protect people and the environment;

Safe and Sustainable use of crop protection products while helping to reduce residues in food;

Reducing environmental pollution through best management and agricultural practices and encouraging uptake of safe use standards;

Promoting sustainable agricultural practices that contribute to economic and social prosperity and welfare.

Our values stand at the core of every action we take in creating a sustainable future for generations to come. They represent our commitment to our partners, manufacturers, formulators, distributors, farmers, and customers. They guide us in achieving meaningful results and open new doors of communication with the communities in which we operate.





To achieve the competitive advantages of the Romanian agriculture, a primary role in the sustainable development of the sector would be a responsible use of the crop protection products (PPP), which I call medicines for plants - a must have in modern plant protection technologies (...).

**GHEORGHE BOTOMAN, AGRO PROSPECT,
HONORARY AIPROM PRESIDENT**





REPORT OF SUSTAINABLE
DEVELOPMENT 2015-2016

AIPROM

AIPROM ON REDEFINING ECONOMIC SUSTAINABILITY

GLOBAL CHALLENGES: GROWING A SUSTAINABLE ECONOMY

The quintessence of a sustainable future for our world: a fair relationship between economic growth and human well-being, as much as desired, sets one of the biggest controversies of this century. In a world where business growth and profit significantly influence workforce and standards of living, resources and quality of life, our natural resources are stretched to a maximum.

In this context, aside from its major implications in every country's economy, agriculture is expected to cover the food demands and renewable resources for a population growth to 9 billion people by 2050. For this reason, agricultural technologies, particularly in the emerging markets, will have to provide sustainable systems capable of protecting both, the economic and the environmental viability.

Efficiency in this area will determine productivity while reducing the impact of global challenges such as water deficiency, infrastructure and climate change. Better agricultural practices equals minimizing the loss and the effects of the inefficient use of land, water, and nutrients.

At the present moment, between 30-50% of the crop yields is wasted in the supply chain, while almost 40% of the total food produced is never utilized, due to the post-harvest process.

CROP PROTECTION INDUSTRY IMPACTS' ON ECONOMY

Plant science innovation and implicitly the crop protection sector - a fast developing industry devoted to building sustainable, resource-efficient and productive agriculture, are vital not only for keeping the crops healthy and produce high-quality and affordable food, but also to support and sustain a thriving and competitive economy.

What is the part that pesticides are playing in supplying affordable food to consumers and enhancing worldwide economies?

As a key component of Integrated Pest Management, pesticides are essential to a sustainable and productive agriculture.

Regarding the economic impact, the high effectiveness of bio-fungicides, for example, has fuelled industry growth, because of the high demand for organic food, and as a result, global fungicides market will reach \$20 billion by 2021, with a Compound Annual Growth Rate (CAGR) of 5.77%.

ECONOMIC BENEFITS OF USING PLANT PROTECTION PRODUCTS

Ever since their appearance in the 1940s, the plant protection products (PPPs), or pesticides,

have had a direct impact on world's economies by increasing crops' productivity and thus improve farms' revenue. The total global yields production loss would be up to 50% without the use of PPPs.

CONCLUSIONS

With an ever-growing demand for increased quantity and quality of crops, agriculture must change its processes, methods, and standards, to meet these demands in a sustainable way. As part of the best agricultural practices, PPPs help farmers secure food supply in a cost-effective and environmentally-friendly manner. Ultimately, if we don't take proper measurements it may no longer be economically viable to grow certain crops in Europe, and this will result in further problems in crop rotation, biodiversity, availability and affordable prices.

AIPROM & CROP PROTECTION INDUSTRY CONTRIBUTION TO THE ROMANIAN ECONOMY

In terms of agricultural output, the priorities of the Romanian Ministry of Agriculture and Rural Development for 2016 were to improve the absorption of European funds, to effectively implement the Common Agricultural Policy, and to create an efficient irrigation system, for which over 1 billion Euros will be allocated by 2020. Overall, Romania's economic growth profile has improved in recent years.

In this economic context, AIPROM and, by default, the crop protection industry, assisted

the Romanian authorities with the execution and implementation of The National Action Plan for reducing the risks associated with the use of plant protection products (PNA). This document aims to ensure that plant protection products are used in an optimized and correct manner, and, therefore, safeguards both the quantitative and qualitative parameters of the agricultural production - and overall the competitiveness of the Romanian agricultural sector.

AIPROM IMPLEMENTS THE "4-STEP APPROACH" PROJECT

Starting with 2015, AIPROM helped reduce trade and use of illegal and counterfeit pesticides in Romania, that pose not only a risk to human health

and environment but as well have a negative impact on the economy, because of the tax evasion and unfair competition with the legal plant protection products that are being marketed in Romania.

The counterfeit products are estimated to account around 10% of the total plant protection market in Europa. As a consequence for being on the EU' eastern border, Romania can be the entry gate for counterfeit products (Report on Illegal Pesticides in EU commissioned by DG Santé in 2014). Because of these, AIPROM efforts over these past years have been focused towards implementing clear and effective measures to stop these products entering Romania and EU space, while informing farmers about the negative impact that these kind of products have upon crops, land, environment and human beings too.

ANTICOUNTERFEIT (AC)

Key Achievements 2015 – 2016 Action Plans, Partnerships and Results

- IGPR (General Inspectorate of Romanian Police) partnership: continuing the partnership with IGPR to identify new ways to respond to local operational needs, and help with the better implementation of the 4-Step Approach;
- Further IGPR partnership on matters concerning the storage of suspicious confinements detained for seizure, secure payment for samples' analysis taken from the suspicious confined PPPs, transportation of confined PPPs suspicious of being fake, destruction of illegal PPPs;
- Collaboration with Customs authorities: implementation of the 4-Step Approach: Stopping illegal pesticides at the border. As a result, AIPROM plans to organize and implement a pilot project with Customs' support.
- Updating the Customs National Authority (DGV) database: by providing valuable data on the restrictive criteria for PPPs, AIPROM improved DGV customs tracking and monitoring system. Results: the local

authorities have effective filters for stopping the illegal pesticides at the border.

- AIPROM facilitated the collaboration between the Phytosanitary Authority, Customs Authority, and the General Inspectorate of the Romanian Police with the purpose of preventing, detecting and investigating real cases of counterfeiting.
- Implementation of cross-border AC initiatives: 4-country hub meetings (Sofia, Alexandropoulos);
- SELEC Project: cooperating with SELEC in the preparations of the synchronized ad-hoc controls;
- Facilitating training for national authorities at CIPAC Conference in Athens: AIPROM built on that and facilitated further in-country training with Benaki Institute experts. Representatives of the Central Phytosanitary Laboratory (LCF) presented the activity of LCF in regards to the anti-counterfeit campaign run by AIPROM in collaboration with IGPR;
- Training sessions and seminars: in collaboration with Customs authorities, AIPROM facilitated the training for over 93 people in Constanta; Turnu-Magurele; Iasi; Timisoara and Satu-Mare; in collaboration with partners, AIPROM plans to draft a set of procedures that would ensure a smooth cooperation among authorities with roles in

the AC activity;

- As a consequence of AIPROM AC initiative and refreshed awareness raised with enforcement authorities 360 liters of suspicious pesticides were seized by the Police in Moldova region;
- This modest outcome mirrored a much larger successful operation when 190 tons of illicit pesticides were seized at European level as a result of the "Operational Silver Axe";
- Innovative new way of doing things & partnerships: collaboration with a private detective company for monitoring the PPP market;
- Increase awareness and promote the necessity of fighting against counterfeit plant protection products to approx. 300 farmers, distributors and students via education and communication materials;
- Trained over 50 Police Inspectors and 40 phytosanitary inspectors on anti-counterfeit issues and methodology;
- Participation at ECPA's "AC Annual Conference" with other Member States. As a result, in October 2015 a demo training on FTIR technology took place through a seminar organized in partnership with MADR (LCF). The seminar was held by experts from Benaki Institute of Phytopathology and FTIR experts with the participation of the Romanian experts from the Central Phytosanitary Laboratory.

BOOSTING AGRICULTURAL PRODUCTIVITY THROUGH IPM PROCEDURES

National Phytosanitary Authority consulted the industry for the development of the national legislation regarding inspection of the application equipment, provided by the **National Action**

Plan - NAP, under Objective A. - reducing the risk associated with the use of PPP. National Phytosanitary Authority initiated the development of guidelines for IPM (Integrated Pest Management).

National Action Plan, Objective B. Optimizing the use of PPP ensuring quantitative and qualitative parameters of agricultural production). The draft legislative proposal was revised by industry members and experts from the Advocacy Council,

a structure initiated by AIPROM.

The optimized use of pesticides ensures high-quality, healthy and profitable crops with the slightest conceivable interruption to the agricultural-eco system, which ultimately translates into a more efficient agricultural trade system, better agricultural productivity, and overall economic growth.

BEST AGRICULTURAL PRACTICES

Key Achievements 2015 – 2016

Action Plans, Partnerships and Results

- Promotion of best agricultural practices: through SUI Program (Safe and Sustainable Use Initiative) implemented by AIPROM in collaboration with the Ministry of Agriculture and Rural Development and the University of Agronomic Sciences and Veterinary Medicine Cluj (USAMV Cluj) and financed by ECPA;
- IPM guidelines structure: AIPROM through its members contributed to the elaboration of the legislation regulating the use of deflectors for drilling treated seeds;
- Attendance at the World Bank Conference: Transforming Agriculture and Rural Development. AIPROM President attended the conference which aimed to stimulate a broad public discussion on the current challenges and future goals of agriculture and rural development in Romania, as well as the European and the global trends;
- Attendance at Ministry of Agriculture and Rural Development (MADR) meetings for seed treatment issues. Organized at the request of farmer associations, the main purpose of the meeting was to discuss issues related to seed treatment for the autumn and spring campaigns and to establish future steps able to generate scientific evidence regarding the beneficial effect and need of seed treatment technology.



AIPROM's projects and programs are designed and developed towards increasing yields productivity, farms revenue, and overall economic growth. All these while maintaining an environmental-friendly approach, concern for our water and biodiversity.

AIPROM ON DESIGNING SOCIAL SUSTAINABILITY

GLOBAL CHALLENGES: DEFINING A HEALTHY APPROACH TO SOCIAL SUSTAINABILITY

Sustainable development is a highly complex notion, often explained with reference to three individual fields: social, economic and environment. While each of them has its own particularities, at their intersection lays the concept of sustainable development, researched, documented and debated by professionals (and not only), from so many perspectives. Opinions vary, but one thing stands out: social sustainability is the least addressed concept.

Discrepancies between what social sustainability is assumed to be, respectively how it should be assessed and implemented are still staying strong. Despite the fact that social sustainability is raising more and more interest, there are still numerous aspects that require strong debates.

The common grounds state, however, that the social aspect of sustainability examines not just the social interactions and relationships, but also the institutions that affect, respectively are affected, by the sustainable development.

Given the fact that our physical and mental health are closely related to our needs for food, shelter, and work, it is only natural for us to think social sustainability in correlation with the environmental and economic factors.

CROP PROTECTION INDUSTRY IMPACT ON SOCIAL SUSTAINABILITY

For the crop protection industry, a successful, sustainable strategy depends on its members' abilities to further exploit the economic and social value of the gained knowledge and integrate this knowledge in creating better standards, processes, and systems. By providing the necessary skills to the new generation, we ensure the continuity of a sustainable development approach both in agriculture and the food chain.

Around 30.000 people in the European Union work in the crop protection industry due to investments' requirements, both in capital and manpower. The number will only increase in coming years as crop protection industry needs to comply with more complex and strict regulatory system while satisfying farmers' and customer's demands.

SOCIAL BENEFITS OF USING PLANT PROTECTION PRODUCTS

Plant protection products are necessary to protect our crops, increase our food productivity, and ensure further production of fruits and vegetables of our choice.

CONCLUSIONS

A rapid demographic growth means a higher competition for land, changes in eating habits and diets and a higher demand for water, all which represent the foundation of our social well-being. For this reason, it is mandatory to develop a proper regulatory environment that helps the agricultural industry build stronger societies, by empowering farmers and consumers alike.

In what regards health, safety and future security, further development and implementation of projects and programs that take into consideration our social well-being is required. In the same time, we need to unlock new market opportunities by creating new products, methods and techniques able to provide economic and social security for present and future generations.

SOCIAL CONTRIBUTION OF AIPROM AND THE CROP PROTECTION INDUSTRY TO THE ROMANIAN MARKET

For the purpose of enhancing the social aspect of sustainability, AIPROM promotes, through a wide range of activities, a sustainable and productive agriculture. Our initiatives aim to protect the health of farmers and consumers alike while creating enduring value for a better, more sustainable future.

By promoting innovative agricultural strategies and methods, AIPROM, as a representative of the Crop Protection Industry, provides economic security, and through our training initiatives we secure the creation of new opportunities in the employment market, and by doing so, provide overall social security.

SUI (SAFE & SUSTAINABLE USE INITIATIVE)

Safe & Sustainable Use Initiative (SUI) focuses on the responsible use of pesticides, on the standards,

methods and professional practices needed as key elements to an effective management of risks. In Romania, the SUI project aims to ensure the safe use of pesticides throughout their use cycle while preventing harmful exposure of farmers and distributors.

Because plant protection products are used by farmers, continuous training is vital for their staff and contracting spraying companies. AIPROM ensures additionally training for advisors on the use of crop protection products, and by extension to the local authorities and distributors.

CMS (Container Management System)

As part of our concern for the health of farmers, distributors' and customers', AIPROM implements the Collection Management System Program called SCAPA de Ambalaje (in short, SCAPA), the only program of this kind with national representation. One of the project's goal is to advise farmers and customers about the proper ways of handling PPPs packaging, in order to avoid pointless exposure and thus ensure their safety and the protection of the environment.

The project also trains farmers on how to make the best use of the products and how to further dispose of the

used packaging in a safe and secure manner. The Safe and Sustainable Use project incorporates the good management of empty packages.

People are only interested in sustainability if they are educated about it. Living sustainably is about changing our attitudes, it's not just about being environmentally-friendly. By providing necessary life-skills to new generations, in addition to their environmental knowledge, we can assure that our sustainable tomorrow is even closer. AIPROM is working to find further viable solutions to accomplish this goal.



SUI (SAFE & SUSTAINABLE USE INITIATIVE)

Key Achievements 2015 – 2016

Action Plans, Partnerships and Results

- ECPA grants the SUI scheme for another year. As a result of the good implementation of the Safe and Sustainable Use Initiative by AIPROM, ECPA decided to further invest 20.000 EUR in the dissemination of SUI good practices in Romania;
- The partnership with the University of Agronomic Sciences and Veterinary Medicine (USAMV) Cluj: AIPROM continues the partnership with USAMV Cluj for the continuation of SUI Best management Practices dissemination. As a result 80 students and over 50 farmers were trained in Bontida, Cluj county, aprox. 50 farmers in Rosiori-Ludus were trained at the request of the Agricultural Association Ludus; In Constanta county SUI training was provided to over 240 farmers;
- SUI training in partnership with Ogorul & Agrosel (national distributor & local seed producer): over 60 farmers, 5 PPP distributors and 1 PPE distributor were trained;
- SUI farm visits in Teleorman, Ialomita and Calarasi during the local agricultural trade. As a result, 29 farmers were trained and 3 more distributors;
- AIPROM increased awareness among growers through articles about the safe use of pesticides;
- Construction of an e-learning platform: to support PPP users and assist local authorities in their efforts to train and certify professional users, AIPROM developed an e-learning platform populated with materials developed by ECPA & AIPROM and other industry experts. AIPROM also updated SUI website library with the new SUI video;
- AIPROM has contributed to the development of SUI section of the NAP training material for professional users;
- Distribution of SUI manual & brochures in all counties, as part of instruction system for professional users. As a result over 320 potential advisors in the Chambers' system had access to training;
- In 2016, the need for new training material pushed AIPROM to elaborate new SUI materials: "Washing hands"; "10 Messages for Operators" posters and the "Responsible agricultural practices" brochure;
- SUI Impact Assessment Study in collaboration with a market research company. The results of the study showed that the wear of adequate PPE needs to be promoted furthermore to both users and distributors. As a consequence, AIPROM provided complete packages with a set of PPE and instructions to all distributors;
- Intensify network & attend the SUI Hub meeting in Budapest and the Annual SUI Conference organized by ECPA at Sveti Martin Na Muri in Croatia. The conference highlighted the effectiveness of partnerships and the need for extending them furthermore;
- SUI Presentation at a Conference for Sugar beet Growers in Brasov organized by Agricover and during the local field day in Constanta organized by Ameropa Grains (national distributor & CMS collection center). As a result, 50 farmers were trained and 5 PPP distributors.
- SUI presence during Annual Conference of LAPAR (League of Associations of Agricultural Producers in Romania). More than 200 farmers visited AIPROM's stand and over 50 farmers received PPE kits;
- Mass messaging campaign: providing info about the usefulness of wearing PPE and availability in dealers' shops, over 5,000 SMS were sent during the campaign;
- Establishing the first best practices demo farm at the Pomology Research Institute Maracineni;
- Promoting of PPE via excellence center at Maracineni Research Institute;
- PPE promotional campaign for farmers that bring SCAPA waste packaging during collection campaign. 10 kits x 58 collection centers were delivered to reward the farmers, 58 distributors, and 580 farmers were trained about the importance of promoting PPE;
- Launching SUI Facebook page: 8 publications wrote about it in social media.



Our tests show that until we find other effective methods, pesticides remain the best products in controlling the pathogens. It is mandatory that farmers and the environmental authorities accept the fact that, as long as we correctly use the products, there are no risks to the environment and that we can significantly increase the food safety index.

MIHAI BERCA,
MEMBER OF AIPROM
ADVISORY BOARD

AIPROM ON PPPs LEGISLATION

CROP PROTECTION INDUSTRY IMPACT ON THE EU LEGISLATION

The Crop Protection Industry is actively working to create the proper legislative environment on crop protection issues while communicating the positive contributions and valuable role of PPPs in addressing the food related challenges for Europe's consumers.

The Crop Protection industry is determined to further assess the impact that EU regulations and policies have on the whole food chain.

According to ECPA's economic assessment, additional delays in the market entry for new substances, due to the blockage in MRL (Maximum Residue Limit) policies, could have a commercial impact of \$40 to \$50 million, as well as a negative impact on jobs and investments in Research & Development.

ECPA also believes that the EU legislators should: "ensure that the PPP regulatory framework is in line with the principles of Better Regulation and provides a decision-making framework which is coherent, efficient, predictable and scientifically robust." The objective is to simplify an excessively complex regulatory system while improving the efficiency of the evaluation and decision-making procedures, based on risk assessments.

ROMANIAN LEGISLATION OVERVIEW

As an EU Member State, Romania drafted and implemented the National Action Plan for mitigating the risks related to the use of plant protection products in accordance with the requirements and provisions of the European legislation, respectively Directive 2009/128/EC of the European Parliament has been transposed into the national legislation by Government Emergency Order No 34/2012, approved by Law No 63/2013.

By implementing the general regulatory framework and transforming it to fit our local context and needs, The National Action Plan aims to minimize the risks of crop protection product usage on public's health, secure the environment and promote sustainable agricultural practices able to ensure that the Romanian agricultural system is competitive at European level.

Locally, the authority nominated to approve the plant protection products is the National Commission for Plant Protection Product Authorization (CNOPPP). CNOPPP ensures that the procedure for the approval of crop protection products is done according to the provisions of Regulation (EC) No 1107/2009 and in conformity with Government Decision No 1559/2004. CNOPPP is also participating in the zonal authorization process, part of Romania's obligations as an EU Member State, grants the parallel trade permits and the approval of a second trade name for a plant protection product that is already approved in Romania.

CONCLUSIONS

AIPROM's Impact on the Romanian Legislation

AIPROM is determined to work together with Romanian authorities in developing and implementing the National Action Plan for mitigating the risks related to the use of plant protection products.

2015-2016 KEY CONTRIBUTIONS OF AIPROM IN COLLABORATION WITH NATIONAL AUTHORITIES

- Development of a LT-strategy for MADR and ANF collaboration;
- Contribution to the development of IPM guidelines structure and crop-specific IPM guidelines;
- Initiate legislation regulating the use of deflectors in seed treatment;
- Providing the necessary information to authorities regarding inspection of the spraying equipment;
- Legislative proposal regarding the training and certification system for professional users;
- Draft proposal for the revision of Ordinances 4/1995 and 41/2007 for placing plant protection products on the market and allow access to plant protection products to all farmers - in progress;
- Guidance on Romanian Procedures for product renewal applications (Article 43 of Regulation 1107/2009);
- Organization of a seminar on identification of counterfeit PPPs for LCF with experts from Benaky Phytopathological Institute in collaboration with the Central Phytosanitary Laboratory;
- CLP workshop with ANPM on the impact of the Regulation 1272/2009 (CLP) in the registration and sale activities;
- AIPROM workshop in collaboration with TSGE on issues regarding: zonal processes, Art.43 of Regulation 1107/2009 (renewal authorizations), source compliance, data protection, etc.;
- Public & Private Partnerships: LAPAR, SNPP, AISR, AMSEM, Environment fund. As a result of our partnerships, together with LAPAR and AMSEM, AIPROM contributed to the removal of the 2% tax on hazardous mixtures (proposal from FNM);
- AIPROM signed a memorandum of understanding with the Association of Corn Producers (APPR);
- Collaboration between AIPROM and LAPAR to ensure fair conditions for farmers and correct application of legislation;
- Identifying and offering support for TOT of local experts;
- Provide an informal platform of discussions to stakeholders of our industry.

What would you require from the PPP industry, AIPROM implicitly for fulfilling your strategy in the next years? In your opinion, what could AIPROM do more to support Romanian sustainable agriculture?

1. Further development of the legislation in order to organize a better certification system of professional users, distributors and advisers.
2. Continue the work on drafting the specific registration process

& legislation for PPPs products, capable of ensuring farmers' access to such products and to new agricultural technologies that meet the EU regulation in this field.

3. Continue the fight against counterfeit and illegal products by strongly promote and increase awareness regarding the negative effects of this kind of products, through advertising materials, OFs, mass-media, etc.

4. Offering more support on IPM (integrated pest management).

5. Help drafting a national project through which more demonstration farms are established throughout the country.

**DOINA BĂICULESCU,
NATIONAL PHYTOSANITARY
AUTHORITY**



Developing a comprehensive document, through which all other laws be repealed (OG 4/1995 and by association the secondary legislation, OG 41/2007 with subsequent amendments), and that contains clear provisions on plant protection products adapted to the current situation referring to formulation (manufacturing), sales, use, storage, provision of services, authorization (of those who sell, deposit and offer services), taking into account the provisions of OUG 34/2012.

Developing concrete provisions on counterfeit products by implementing a number of sanctions and fines is required. However, making an analysis of the existing legal framework, apart from the one previously proposed for development, we find that in general, we are not deficient, we only need to consider other viable solutions on how to better implement it (when, how and with whom).

More demanding actions:

- Additional training on integrated pest management, for farmers and research authorities (this concept is still poorly understood by the people which need to put it into practice);
- Aggressive promotion strategy of sustainability and sustainable agriculture;
- Further joint meetings with farmers and all parties involved directly in the implementation of the National Action Plan, representatives of the authorities (phytosanitary, environment, health and research departments) and as well with representatives of the Ministries involved.

Without the collaboration of all the factors involved in the implementation of the National Action Plan, realizing their obligations to identify and clear up certain situations, it will be rather difficult to register significant progress, and, on certain segments where implementation deadlines are approaching or even exceeded, infringement is knocking at the door. Even so, by joint actions, we can further identify the solutions able to ensure that our country implements the European legislation on the sustainable use of PPPs in a smooth and consistent manner.



To protect and also inform farmers and industry's professionals on the risks of using and commercializing counterfeit plant protection products; the crop protection industry has developed and implemented a sum of programs and projects, which show the multiple negative effects of such phenomenon on the annual yields, environment and human health. By proper informing the farms and authorities involved (Phytopsanitary Agencies, Customs, and Police etc.), we are contributing to the society' welfare and to the preservation of our natural resources in the long term.

SORIN DARABAN, BAYER

AIPROM ON THE IMPORTANCE OF ENVIRONMENTAL SUSTAINABILITY

GLOBAL CHALLENGES: EXPAND OUR ENVIRONMENTAL SUSTAINABILITY EFFORTS

Sustainability has become an essential public issue due to the fact that societies are facing more and more the threat of climate changes and biodiversity loss. The global opinion on Environmental Sustainability emphasizes the need for new innovative solutions and their dissemination and application. As the ecological systems have been already significantly impacted by society's development trend, we need to create and implement better sustainable environmental practices in order for us to support a smart growth of our civilization. For this reason, it is important to strike a balance between the needs of a growing and changing population and the ability of natural resources to support this growth.

In the last decades, our societies have been confronted with extreme environmental problems, from water residues to air pollution, land degradation, and deforestation. As a consequence, both private and public sector aside with world's governments started moving towards programs and projects that sustain environmental stewardship and sustainable development.

Environmental degradation, poor economic policies, the population explosion alongside with the lack of education, training, and job opportunities have pushed populations into more dangerous environments, unfit to offer security or well-being.

At the present moment, 15.2 million hectares of forested land in tropical countries are cut down every year, almost 2 billion people face water shortages, and about 1.2 billion people suffer the effects of polluted water while burning fossil fuels contribute to climate warming. Gains in food production are jeopardized by droughts and land degradation.

In order to slow down or even reverse the negative environmental trends, we need to apply proper measures with enhanced environmental value.

CROP PROTECTION INDUSTRY IMPACT' ON ENVIRONMENT

As part of the agricultural supply chain, the crop protection industry has a significant impact on the environment. As a result, the crop protection industry and, implicitly, the crop protection products, contribute to developing a more sustainable agricultural sector by implementing integrated pest management practices and, by doing so, improving the efficiency with which we use natural resources.

As a consequence of the regulatory and legal framework, more than 100 specific tests are required in EU before registration of a new product, the correct use of pesticides can deliver significant socioeconomic and environmental benefits which ultimately means better, safer, healthier and affordable food while increasing the level of safety for the environment.

ENVIRONMENTAL BENEFITS OF USING PLANT PROTECTION PRODUCTS

PPP's use, besides allowing us to produce more food on a given area of land, reduces the pressure for societies to cultivate more land and therefore ensures the maintenance of natural habitats while further protecting our resources. Also, PPPs help at reducing greenhouse gas emissions by replacing mechanical crop protection and trim down the loss of soil nutrients and erosion by promoting low-tillage agricultural systems.

CONCLUSIONS

The ecological gains of the innovation process within the crop protection industry are especially reflected in the development of a more sustainable agricultural production system which clearly contributes to enhancing the environmental performance.

Crop protection industry is conscious of the fact that agriculture while contributing to economic prosperity and social well-being, must also protect our natural resources such as soil, water, and biodiversity.

AIPROM & THE CROP PROTECTION INDUSTRY' CONTRIBUTION TO THE ROMANIAN ENVIRONMENT PRESERVATION

As a representative of the Crop Protection Industry, AIPROM in partnership with local authorities has developed and implemented projects and programs that minimize the risk to contaminate the soil, the air, as well as the water.

AIPROM is actively involved in protecting the environment by developing and promoting projects like TOPPS Water Protection, a project

that is designed to encourage the uptake of best management practices (BMPs) and is dedicated to reducing pollution from agricultural sources. The program will run until the end of 2017 and involves 14 EU member states.

Also, through projects like SCAPA, a program designed to collect the Crop Protection Products empty packages, AIPROM and the Crop Protection Industry ensures the safety of the environment and avoids water contamination.

AIPROM IMPLEMENTS TOPPS WATER PROTECTION PROJECT

AIPROM acknowledges the importance of protecting the water and is aware of the fact that

we need to continuously support and promote the correct use of pesticides, as part of sustainable and productive agriculture.

The early phase of the project involved adapting the best management practices to local conditions, while more recent phases of the program are focusing on the development of best practices to address diffuse sources.

Since it started, through TOPPS program more than 7,000 advisers/farmers were trained. Currently, the program runs in Romania, Belgium, Germany, Denmark, Spain, France, Italy, Czech Republic, Greece, Hungary, the Netherlands, Portugal and Slovakia, and aims to help all parties involved in the agricultural chain avoid water pollution.

TRAINING OPERATORS TO PREVENT POLLUTION FROM POINT SOURCES TOPPS PROGRAM

Key Achievements 2015 – 2016

Action Plans, Partnerships and Results

- Promoting good practices in using plant protection products in order to prevent water pollution;
- Development of training materials for best practices in management (BMPs);
- BMPs dissemination through presentations, conferences and practical demonstrations at Cluj University;
- Partnership with USAMV Cluj. AIPROM supervised the implementation of the protocol and worked with USAMV in order to ensure coherent technical and financial project management;
- Facilitating training: two partners from USAMV Cluj and a representative from Maracineni center of excellence followed a training course "TOPPS Academy Course" in Turin, Italy, with a group of experts from other TOPPS-extension countries;
- Attendance at ECPA's meeting: the meeting covered the reports from advanced countries on this matter, such as Spain and Italy, and the results of the first years of TOPPS-expansion reported by countries from the second wave, among which also Romania. As a result of our good program implementation, ECPA decided to organize next year meeting in our country;
- Dissemination of a survey regarding prevention techniques of water pollution from diffuse sources to farmers, phytosanitary units, and professional associations

Future goals for TOPPS program: further disseminate the information, drafting more communication materials and carry out training sessions for farmers, producers, and distributors.

PROWADIS project (Protecting Water from Diffuse Sources) is an expansion of TOPPS, focusing on a better management able to minimize water pollution from plant protection products by dripping/running off and drifting of the spraying products. AIPROM's purpose will be to develop a comprehensive package of best practices in management for both TOPPS and PROWADIS programs.

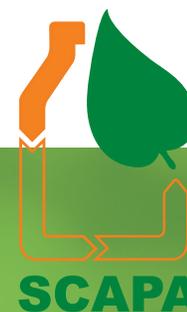
AIPROM DEVELOPS AND IMPLEMENTS SCAPA PROJECT

SCAPA (Collection of the Crop Protection Products empty packages) is a program developed to collect, transport and recover the plastic, metal and paper packaging waste from plant protection products,

whether imported or produced in Romania.

The program started in 2008 and currently is conducted at national scale. The collection services are free for both farmers and distributors as long as they respect the Terms and Conditions of the collecting system.

The collection is made through an operator, which provides the inspection services, transport, and recovery of the packaging, with the important participation of the distribution selected as Collecting Centers.



SCAPA PROGRAM

Key Achievements 2015 – 2016

Action Plans, Partnerships and Results

- Implementation of a new marketing tool - Outcome Driven Innovation (ODI) to ensure the best possible functionality of the SCAPA system and evaluate the stakeholder needs;
- AIPROM worked with colleagues from Bulgaria for the better set-up of their collection system; a mature collection system (SCAPA) assists a pilot project (Bulgarian system). Further discussions on the matter with AIPROM and the people involved in SCAPA project have followed all along th last two years;
- Increased SCAPA visibility and recognition through a focused branding campaign. In 2016 AIPROM obtained a grant of 25,000 euro from ECPA to brand 9 SCAPA Collection Centers. Other 11 centers will follow in 2017;
- Improved services standards by allocating a full time expert to field activity and cooperation with operator, farms and collection centers;
- Permanently updated information in promotional materials distributed in campaigns both in printing and electronically;
- Part of SCAPA strategy 2015-2017, the restructuring of the collection center network, was an effective tool to increase traceability of collection, an important requirement of the new legislation passed In 2016;
- A consistent campaign via efficient communication increased SCAPA visibility in the sector of small farms, by implementing modular storage solutions;
- AIPROM developed an online SCAPA booking application also available for mobile; the application supports the classical interaction among clients (farmers) and service providers (operators) smoothing the ordering process and allowing for tracking an order from launch to final incineration or recycling; SCAPA stepped In the 21 century and invites farmers to make the steps too along us;
- In 2016 AIPROM initiated SCAPA corporate social responsibility campaign in addition of the support given to the collection centers that formed the core of the branding campaign. More CSR projects were proposed by local communities and local collection centers partnered with AIPROM to assist their communities upgrade their standards of living: set-up of a solar heating system for a kindergarten and a school in Pietrosani, Olt County, set-up of a computer lab (equipment acquisition) in Ganesti community, Targu-Mures. Another CSR project developed with Ecoplant Profesional Izbiceni, Teleorman will create a playground for the local kindergarten;
- All these efforts have been also reflected into a higher collection rate of empty packages in 2016: the quantities of empty packages collected and recycled by October 2016 in comparison with the same period of 2015 are approx. 32% (collection) and 57% (recycling) higher, with expectations for a steady increase by the end of the year.



Romanian large farms are already competitive on the European market. Problems arise for small farmers, who very often do agriculture on their own and without proper expertise. The problems Romanian farmers are encountering are generally related to the legislation, as well as other issues – exp. water deficiency.

NICOLAE SITARU, LAPAR

To create a further sustainable agriculture is absolutely necessary and the crop protection industry is directly involved in the overall activity.

Due to the huge investments made, by the major companies in the research & development sector, the success achieved so far is truly remarkable.

**LUCIAN BUZDUGAN,
AGRICOST**

By helping to conserve our natural resources, eliminate waste and recycling, all in a safely and responsibly manner, AIPROM ensures that all projects and programs implemented have a substantial impact on both the welfare of local communities and the security of the environment.



A SUSTAINABLE FUTURE

AIPROM

A VISION OF TOMORROW: FUTURE INITIATIVES

The biggest challenge today is related to finding sustainable solutions for a rapidly growing population while using our natural resources in an efficient and productive way. For Europe to remain competitive at a global level, we need to create more jobs, and at the same time, promote an innovative approach in the agricultural sector. Thus, the need to rethink sustainability and create a regulatory environment able to encourage innovation.

We look forward to delivering programs and projects capable of ensuring a safe and cost-effective food supply, as well as protect the environment, enhance biodiversity and consider human and animal health. Our goal is to increase the overall well-being of the people, contribute to the economic prosperity of the society, advocate responsible consumption and production, and boost industry innovation. To reach our goals, we need to establish strong partnerships with all stakeholders : political power, authorities, private and public sector, civil society.

OUR FUTURE PROJECTS

- Continue training and awareness raising on a number of important issues for agriculture: organize seminars dedicated to farmers and dealers;
- Demonstrate stewardship measures taken by the crop protection industry for the safe and sustainable use of plant protection products and create a network of excellence centers for dissemination of best practices. The Research and Development Institute for Pomology from Maracineni and USAMV Cluj-Napoca are the first two partners in this ambitious project;
- Promotion of modern tools for development: use of the online booking application by both farmers and operator;
- Improve current partnerships and establish new ones to identify the challenges and the solutions also bringing in the policy-making process. Initiate honest collaboration with bee growers forms of association in order to better understand each others' priorities and identify common grounds of cooperation for bees well-being and safety in a progressive agricultural environment;
- Improve the efficiency and frequency of the communication towards the public in order to make them understand the benefits the crop protection industry can and does bring to society and environment.





This is only the beginning of our future steps and projects towards reaching our goals for a sustainable development. It is clear to us that the journey for a better tomorrow starts now, and it can be accomplished only if we are fully committed to creating the needed changes. We keep at our hearts the future of the next generations because they are our children, our own future. We have the moral responsibility to improve our ways of doing things today in order to live better tomorrow.

In this context, today, the crop protection industry, plays a significant contribution to the healthy, high-quality and affordable food supply, providing social and economic stability and prosperity, while promoting a resource-efficiency use and a responsible attitude towards the environment. Our future project and programs will be designed in such way to meet these goals, and take us further in the future.

In this context, AIPROM could develop a project designed to better explain the environmental risk index caused by pesticides in Romania and implement measure capable of reducing it, starting from the slogan: “in unhealthy environments you cannot produce healthy crops.

**MIHAI BERCA, MEMBER OF
AIPROM ADVISORY BOARD**

The Romanian Crop Protection Industry has been and remains concerned with promoting a safe use of crop protection products all through their cycle of use. Giving the increased pressure of society on the industry to find better solutions able to protect the environment and food supply, responsible stewardship of natural resources will become a key element for the future.

ANDREI MARUTESCU, SYNGENTA



As we need to produce more food on the same land surface, we need to implement integrated programs, which effectively combine all the elements – seeds, fertilizers and plant protection products, and to adequately use the water supply – which is another challenge for our industry.

The main focus is on finding the best products and services to assist on the harmonization of all the elements mentioned above – the increased need for food, the environment safety, and the overall quality of life of the end consumer.

ALEXANDRU PRECUP, SUMMIT AGRO ROMANIA



Competitiveness is, among other things, a result of the training and information process and the crop protection industry needs to contribute to achieving higher levels of education and training;

For Romanian farmers to be competitive they need to have access to the latest agricultural technologies used in Europe and as well, in the world. The land mapping and irrigation issues are among the most common things that drag/pull down the Romanian agricultural development.

**ARNAUD PERREIN, PRESIDENT OF THE ROMANIAN
CORN ASSOCIATION**



ABOUT US

AIPROM

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AIPROM STAKEHOLDERS

2015-2016



AIPROM ADVISORY BOARD



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6. Sorin DOGARU

7. Nicolae SITARU

8. Gheorghe BOTOMAN

AIPROM Advisory Board objectives are:

- *Acquiring a more accurate understanding of trends, factors and priorities that govern the Romanian agriculture;*
- *Validation of AIPROM specific offer for society and Romanian agriculture and of AIPROM strategic directions;*
- *Reviewing and evaluating the directions towards which is directed the crop protection industry in Romania and identifying new opportunities;*
- *Improve collaboration among all stakeholders of the industry on business issues of common interest for the society.*

CHALLENGES AND OPPORTUNITIES

The world is confronted with difficulties in all the three dimensions of sustainable development: economic, social and environmental; all of these due to the accelerating population growth, increase in global greenhouse gas emissions and biodiversity loss. In order to achieve a sustainable development, the business environment and governments alike, need to develop initiatives and implement global and local actions able to deliver economic and social progress, and at the same time reinforce the environmental safety by protecting the natural resources of the planet.

With over 1 billion people still living in poverty and suffering from hunger, it is necessary to promote a sustainable consumption and production through ambitious, action-oriented strategies. Food and water supply keep on being an important goal for many countries thus, the general need to apply a sustainable agriculture.

The threat of further climatic changes, rapid urbanization, financial crises, all call for major changes in the way we design and manage a sustainable development. Other challenges that require immediate attention and implication for achieving a sustainable development include water deficiency, sustainable energy and provision of people with new jobs opportunities.

Conversion to sustainable development as a mean to increase and secure the well-being for current and future generations can be done by creating new technologies and strategies that take into account our distinctive national circumstances, and that will require further reorganization in the economic and social sectors, as well as future policies reforms.

Minimizing environmental impacts and expanding natural resources' efficiency demands an intelligent usage of practical technologies able to increase agricultural production, while protecting soil quality, in addition to being cost-effective. Further investments for the Research & Development sector, especially in the crop protection industry, offer huge opportunities towards such goals.

As well in Romania, we are still facing serious difficulties at agricultural level. Sustainable agriculture is still far away from its full implementation, for which reason we need to further assess the concepts. To develop a more comprehensive and functional food chain system, and increase overall food production we need to apply quality crop protection products, in a rational and safe manner.

Today, the scientific-based use of plant protection products represents one of the key elements of a blooming and sustainable agriculture, by providing progressive technology and accurate solutions to farmers, while helping to reduce the environmental impact of agriculture. Moreover, the crop protection Industry sustains the integration of technological practices into a management control system, capable of reducing potential economic loss and enhancing overall well-being.

OUR COMMITMENT

- 1. Our main focus is on finding proper and productive solutions through which the crop protection industry can contribute in a more decisive way to enhancing the positive impact on food provision and health security, while preserving the environment, the water resources, and the biodiversity.**
- 2. Our initiatives are created towards minimizing the gap between crop protection industry and the civil society mainly formed of consumers.**
- 3. We aim to further empower and sustain farmers and implicitly the agricultural sector, in order to meet future challenges and demands!**

“Good agricultural practices and the stewardship principles should become a routine of industry’s everyday activities. Natural resources, including water, need to be protected...”

ANDREI MARUTESCU, SYNGENTA

CONCLUSIONS

THE CROP PROTECTION INDUSTRY IS:

1. Contributing to a **sustainable, resource efficient, competitive and productive agriculture**;
2. Working with stakeholders and regulators to provide **innovative solutions** to farmers capable of:
 - *Enhancing agricultural productivity;*
 - *Improving efficiency in the use of water, energy and land resources;*
 - *Providing economic and social security by creating new opportunities in the employment market;*
3. **Better promoting the benefits of the plant protection products:** healthy, high-quality and affordable food; economic stability; resource efficiency essential for a productive & sustainable agriculture;
4. **Helping authorities in the policy-making process** to ensure a friendly and innovative regulatory framework and to diminish the potential impacts on the social, economic and environment sectors;
5. Promoting a **balanced view on plant protection products risks and benefits** to ensure consistency in the regulation making process;
6. **Fostering agricultural research** capable of sustaining innovation, development and further learning;
7. **Facilitating market access** for new technologies, products, and materials.



The Ministry of Agriculture and Rural Development (MADR) has developed the strategy for the development of agriculture and rural areas 2020-2030, aiming to harness the potential of a smart and sustainable food and rural development.

According to this policy paper, Romania will have a sustainable and competitive agriculture focused on delivering products with high added value (as a result of research and innovation), being export-oriented, equally resistant to global challenges, and ensuring the necessary conditions and the same level of welfare in rural areas as in the urban ones.

Strategic directions:

- *Increasing competitiveness of the agro-food sector;*
- *Ensuring sustainable development of our natural resources;*
- *Improving the living standards in the rural areas;*
- *Boosting the agriculture based on clear and effective knowledge and information.*

**DAN BOTANOIU, SECRETARY OF STATE
AT THE MINISTRY OF AGRICULTURE AND
RURAL DEVELOPMENT**



DAN BOTANOIU, SECRETAR DE STAT, MINISTERUL AGRICULTURII ȘI DEZVOLTĂRII RURALE

- *Creșterea competitivității sectorului agroalimentar;*
- *Asigurarea managementului durabil al resurselor naturale;*
- *Îmbunătățirea standardelor de viață în zonele rurale;*
- *Stimularea unei agriculturi bazate pe cunoaștere.*

Directii strategice:

MADR a elaborat Strategia pentru dezvoltarea sectorului agroalimentar pe termen mediu și lung, orizont 2020-2030 care vizează valorificarea inteligentă și durabilă a potențialului agroalimentar și dezvoltarea spațiului rural. În viziunea acestui document de politică publică, România va avea o agricultură durabilă și competitivă axată pe obținerea de produse cu înaltă valoare adăugată (ca rezultat al activității de cercetare-inovare) și pe exporturi, rezistență la provocările globale, asigurând bunăstare și condiții de trai în mediul rural apropiate de cele din mediul urban.

