



IBMA

**International Biocontrol
Manufacturers' Association**

France

From substitution to combination




**Integrated
Pest
Management**

FARRE Project

There is **nothing**
we do that
TRANSFORMS the
world more than
agriculture





And there is **nothing**
we do that is more
CRUCIAL to our survival



Here is the DILEMMA...

As the world grows by
several BILLION more
people

We'll need to DOUBLE
Maybe even TRIPLE
Global food production

Without jeopardizing ENVIRONMENT

So, where do we
go from here?

We need a BIGGER
dialogue and
conversation



We need to PROMOTE and implement REAL solutions



Gray water recycling

Better tillage practices

Smarter animals diets

Innovative Crops Rotation models

Smart agricultural machinery

Decision-support tools

We need everyone at the



TABLE

Advocates of COMMERCIAL agriculture

ENVIRONMENTAL conservation

ORGANIC farming

BIOCONTROL industry

Institutions

FARMERS



**Work
Together**

A place for dialogue

FARRE was created in 1993

FORUM DE L'AGRICULTURE
RAISONNEE RESPECTUEUSE
DE L'ENVIRONNEMENT



Farre is a platform of more than 1000 members (food industry, farmers, institutions...) who work together on sustainable development



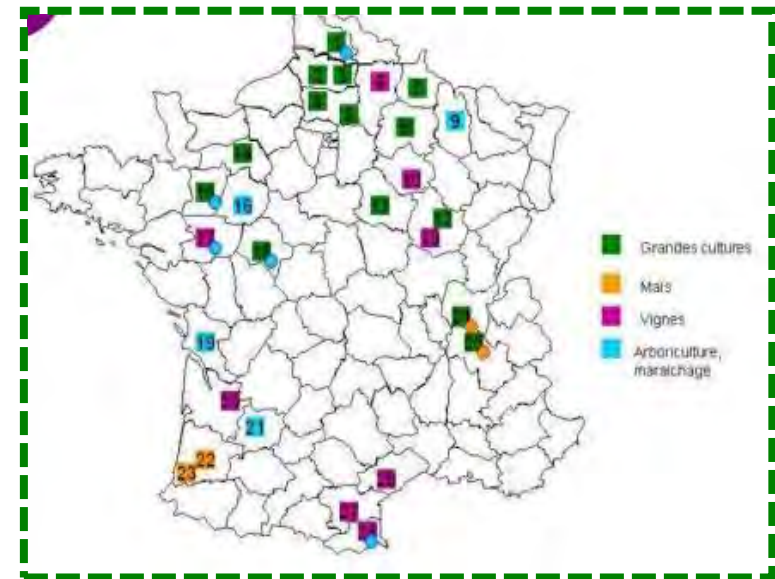
Farre is based on a network of farms dedicated to sustainable agriculture



Farre promotes a better use of pesticides, Biocontrol solutions and all techniques that help reduce the agriculture's environmental impact

The FARRE IPM network: IPM in the fields

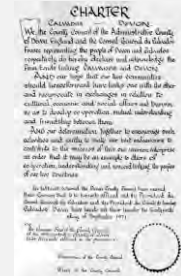
- 31 farms: arable crops, fruit trees and vineyards – launched in 2010
- Trinomes: Farmer / Biocontrol industry rep./ Pesticides Industry rep.
- Local and national events to communicate the results
- FARRE IPM Network **is not** a laboratory to test non-homologated solutions but a place to test how to better use solutions



Objective: Achieve communication about IPM

1- Define and implement the IPM concept in France

- Install IPM as a better use of pesticides together with a use of Biocontrol solutions



2- Promote IPM practices to the farming Value Chain

- Include Technical institutes, cooperatives in IPM implementation



3- Communicate about IPM including Biocontrol

- Set-up a national meeting on IPM at the French National Assembly



Achieved: IPM as a « real solution »

The IPM Network's achievements

- Validation of IPM in representative range of farms (vineyards, fruit trees, cereals). Regional meetings on dedicated crops (2012) to validate IPM practices.
- Validation of Pesticides Treatment Frequency Index decrease (-27% excl. Herbicides) and use of Biocontrol solutions increase
- Will from the value chain actors to participate to the discussion (cooperatives, Technical institute)
- Communication about IPM (January 2014)



 **IPM installed as a concrete opportunity to « protect different »**

IPM Meeting – 16th January 2014

Gather all the Value Chain actors

- Farmers of the IPM Network and other networks
- Cooperatives (InVivo, Coop de France)
- Institutions (APCA, DGAL)
- Industrials of BioControl and AgChem
- Food distribution (SystèmeU, Carrefour)
- Food Producers (Mc Donald's, Fruits Federation, Bonduelle)

Communicate

- Movies to show IPM « in the fields »
- Mass Media strategy
- National and non-specialist media coverage
- Parliament Members attending the event



 **National congress on IPM with all the stakeholders**

IPM Meeting – 16th January 2014

Exclusive Preview

- The video shown contains the IPM congress Trailer and some interviews of farmers to be broadcasted.
- This video is small compilation, and does not include all biocontrol solutions

THE FOLLOWING **PREVIEW** HAS BEEN APPROVED FOR
ALL AUDIENCES
BY THE MOTION PICTURE ASSOCIATION OF AMERICA

www.filmratings.com

www.mpa.org



Next Step? How to generalize IPM

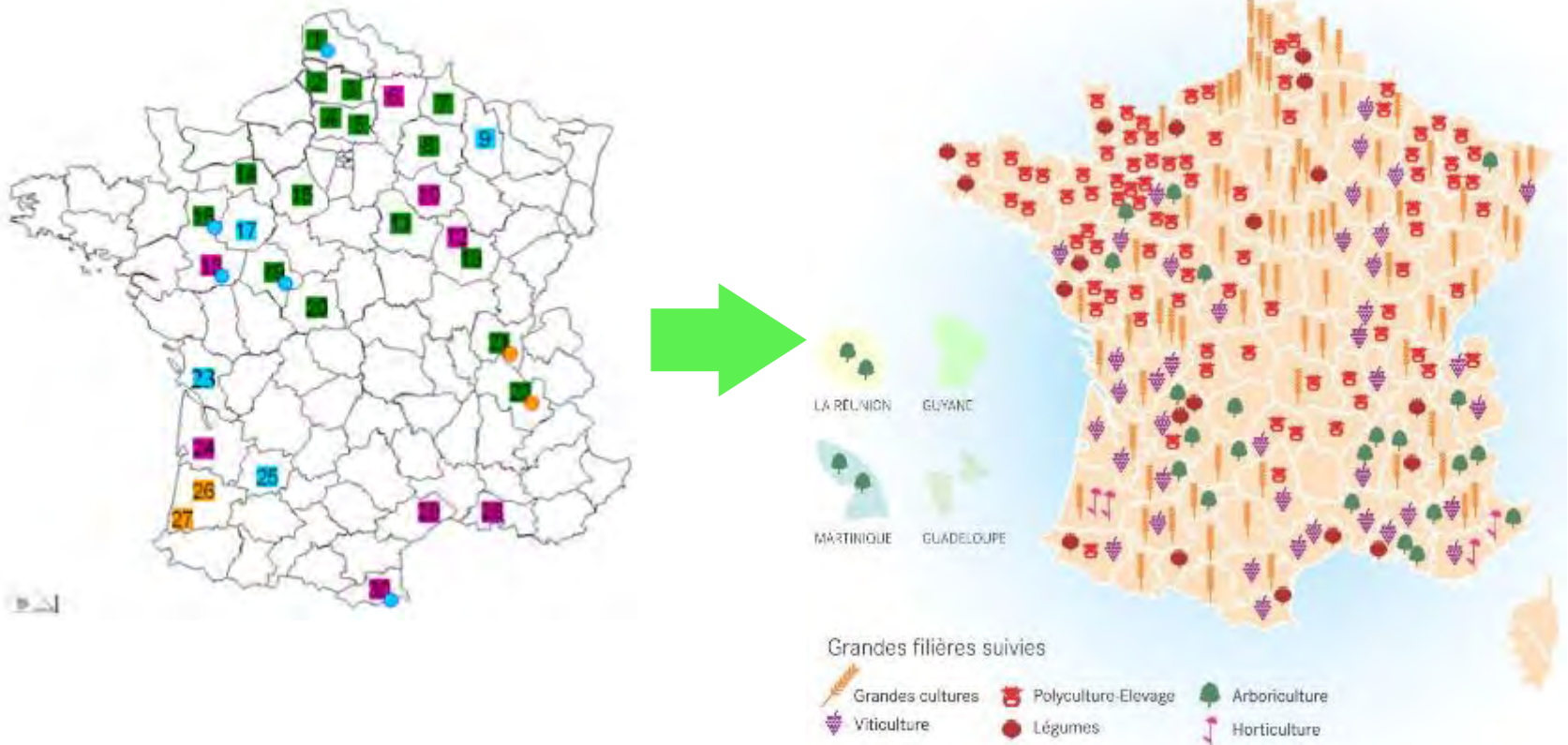
Still to be done by IBMA and FARRE partners

1. Enlarge the FARRE network to include Dephy Farms (Ecophyto)
2. Develop training for farmers & coops
3. Work on decision-support tools

Next Step? How to generalize IPM

1. Enlarge the FARRE network to include Dephy Farms (Ecophyto)

From 200 farms to **more than 2000 farms** involved



Next Step? How to generalize IPM

2. Develop specific training for farmers & coops

- In France, training to use phytopharmaceuticals is mandatory (Certiphyto)
- Biocontrol is part of the training, but it is not enough to implemented solutions in the fields
- IBMA France and Académie du Biocontrôle, will go and teach the cooperatives about Biocontrol and how to use concrete solution (entomology training, products use training, etc...)



▶ **Already 10 cooperatives trained and 36 to come**

Next Step? How to generalize IPM

3. Work on a decision-support tools

- Farmers often feel uncomfortable with Biocontrol solutions due to a lack of training
- Decision support tools could help them to overcome some barriers and to get better results with the use of Biocontrol solutions
- Tools have been developed for non-agricultural areas and gardens which could be adapted to large-scale farming



Conclusion

- ▶ IPM needs to be transcribed from « concept » to « on-the-field solutions »
- ▶ Farmers who have (successfully) implemented IPM are the best promoters of IPM
- ▶ Training is key to « evangelize », and farmers ask for agronomical trainings!
- ▶ Tools need to be developed for training, based on ITC technologies (apps, web 2.0 etc...)



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MANUFACTURERS ASSOCIATION

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