

Voluntary approaches to water protection

Experiences from the crop
protection industry

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**The
Voluntary
Initiative**

Promoting responsible pesticide use



Industry-led approaches

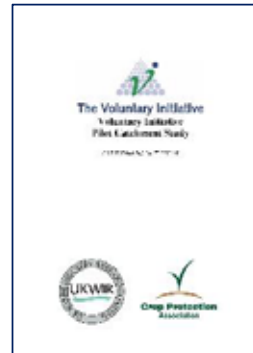


SEVERN
TRENT
WATER



 **BioBeds**

H₂OK?
Think Water



**A clear solution
for farmers**
CATCHMENT SENSITIVE FARMING

**CAMPAIGN
FOR THE FARMED
ENVIRONMENT.**



Get Pelletwise!

SAY NO TO DRIFT
CHLORPYRIFOS

TOPPS

TOPPS
PROV. DIS

TOPPS
WATER PROTECTION

o f w a t



**OSR Herbicides?
Think Water**

 **The
Voluntary
Initiative**
Promoting responsible pesticide use

The Voluntary Initiative

- ▶ UK wide Industry-led initiative
 - ▶ An alternative to a pesticide tax 2001-2006
 - ▶ Minimising the environmental impact of pesticides
 - ▶ Since 2006
 - ▶ Promoting responsible pesticide use
- ▶ Industry = Farmers, Contractors, Advisers, Distributors, Manufacturers, Machinery Manufacturers
- ▶ Stakeholders and Regulators

The Voluntary Initiative



AHDB
Association of Independent Crop Consultants
Assured Food Standards
BASIS (Registration) Limited
British Crop Production Council
City and Guilds
Environment Agency (EA)
Farmers Union of Wales
Linking Environment and Farming (LEAF)
Game & Wildlife Conservation Trust



Royal Society for the Protection of Birds (RSPB)
Department of Agriculture, Environment and
Rural Affairs Northern Ireland
Department for Business, Innovation and Skills
Scottish Environment Protection Agency
Food Standards Agency
Natural England
Lantra
Pesticides Action Network UK
The Scottish Government
Welsh Assembly Government

VI Priorities

- ▶ To promote the responsible use of pesticides
- ▶ The quality of water abstracted for drinking
- ▶ Integrated Pest Management and insecticide stewardship to reduce the risk to bees and other wildlife.
- ▶ Aiding delivery of the National Action Plan (NAP) for the Sustainable Use of Pesticides.
- ▶ Integration of messaging with other initiatives and VI schemes to ensure consistency and avoid duplication.

Responsible Pesticide Use

- ▶ Complying with the law
- ▶ Following the Code of Practice
- ▶ Using VI Schemes
- ▶ Following best practice

VI Schemes and Campaigns



**OSR Herbicides?
Think Water**



BeeConnected



Water

Drinking Water

Surface

Agriculture

National

Regulation

Aquatic Life

Ground

Amenity

International

Voluntary Measures

Lessons - Useful References

- ▶ Goldsworthy P.E. Industry-led approaches to Water Protection, Proceedings Crop Protection in Northern Britain 2016
- ▶ Ryan P, Goldsworthy P.E. and Higginbotham S. Pesticide Stewardship and Regulation: Project (2015) PS2816 Report for Chemicals Regulation Directorate of HSE
- ▶ McCarthy, D. & Morling, P. (2015). Using Regulation as a Last Resort: Assessing the Performance of Voluntary Approaches. Royal Society for the Protection of Birds: Sandy, Bedfordshire.

Lessons

- ▶ More than the crop protection industry
- ▶ Government support
- ▶ Old initiatives never die, they just evolve
- ▶ Other sectors
- ▶ Collaboration

Lessons 2

- ▶ Simple Practical Economic Measures
- ▶ Jargon
- ▶ Stewardship Landscape
- ▶ Agronomists
- ▶ Communication
- ▶ Consistent Simple and Clear

Lessons 3

- ▶ Targets and/or Objectives
- ▶ Indicators
- ▶ Transparency
- ▶ Trust
- ▶ Understanding

Three Steps

1. Raise Awareness - Explain the Challenge
2. Provide Solutions - Practical Economic
3. Change Behaviour - Education, Training, Examples and Peers

D A B D A

- ▶ Denial
- ▶ Anger
- ▶ Bargaining
- ▶ Depression
- ▶ Acceptance

DABDA is the five stages of coping with dying were described by Elisabeth Kübler-Ross in her classic book *On Death and Dying* in 1969

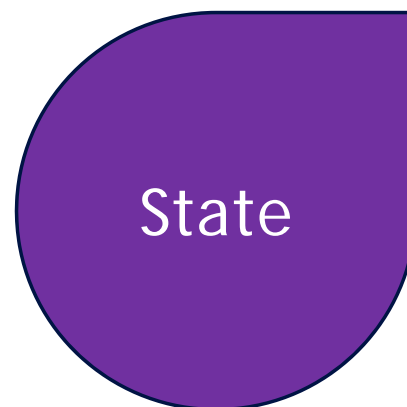
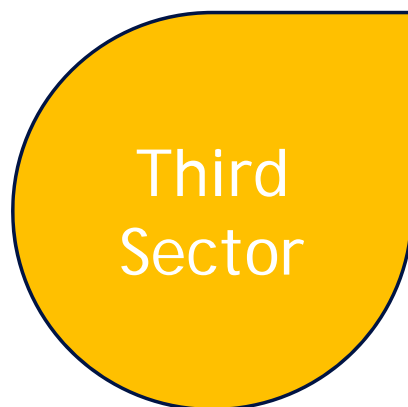
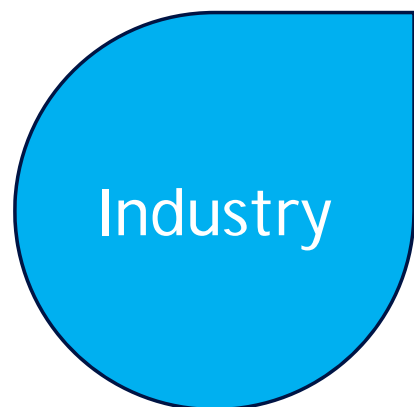
Voluntary Initiatives Work

- ▶ Better than regulation
 - ▶ Quicker
 - ▶ Lower cost
 - ▶ More flexible
- ▶ Maintain access to products
- ▶ Time for innovation
- ▶ >50% Reduction in Pesticide levels - CSF





Better Together



Better to work together on the things that we can agree...

- ▶ It is the long history of humankind (and animal kind, too) those who learned to collaborate and improvise most effectively have prevailed. — Charles Darwin
- ▶ Alone we can do so little; together we can do so much. —Helen Keller
- ▶ If everyone is moving forward together, then success takes care of itself. —Henry Ford