

ACCORDING TO AUDACE

THE 'ECORESPONSABILITY' OF THE INDUSTRY MUST REPEND TO THE 'ECOCONDITIONALITY' OF DIRECT SUPPORT

Press release 18th June 2004

Tomorrow, the payment of community subsidy to farmers will depend on conditions in which they use plant protection products (PPP).

On the manufacturers' side, nothing changed.

When the possible financial penalty constituted by cross-compliance¹ implies a total transparency of practices at the user end, the complete compositions of PPP remains impenetrable amid industrial and commercial secrets and their advertisement persists in masking their unwanted effects by angelic and misleading communications.

The inequality of power between manufacturers and users comes along with this major injustice which consists of punishing the use of a product of which the partial presentation of its constituents leaves us to believe in complete impunity that it would be harmless to public health and the environment.

It's high time that the industry becomes aware of its erring ways following the example of the company BELCHIM which, recently, issued a corrective statement concerning a too laudatory advertisement released in the weekly "le Sillon"² of large distribution in Belgium.

In so doing the firm did not hesitate to underline all the more significantly the risk of toxicity for aquatic organisms of one of its major weed-killers.

In the current context of unevenly tolerant regulations and involving a voluntary act, the uniqueness of such a responsible behavior arouses admiration and the hope that it is finally followed by a transfer of the advertisement of PPP to a communication consistent with the constraints governing so strictly and inequitably their use.

¹ common organisations of the markets that provide for direct support as regards compliance with environmental criteria
cross-compliance: to better integrate the environment into the CAP, Member States have to apply appropriate environmental measures in particular as regards the special market support schemes. They are also able to decide on appropriate and proportional penalties for infringements and authorised to reduce or cancel direct payments

² Le Sillon belge - 26th March 2004