



CleanFARMS: Brand, Purpose & Criteria

What is CleanFARMS?

For many years, the crop protection industry has supported the collection and recycling of empty pesticide containers, as well as the collection, safeguarding and destruction of expired pesticides. CleanFARMS is one of many global brands that represent container management and obsolete stock programmes around the world. The brand is essentially a mark, signifying programmes that are supported by the global CropLife network.

Originally developed by CropLife Canada, the brand has been extended to members of the global CropLife network that are implementing or have existing container management programmes in operation. The mark can be utilized to create awareness in programme resources including print, press releases, websites and other materials.

Why are CleanFARMS programmes important?

The proper management and disposal of empty containers and obsolete stocks is important for the protection of human health and the environment. By following best practices, the benefits of crop protection products can be realized, while ensuring appropriate management of materials involved.

What is the purpose of a CleanFARMS programme?

The purpose of these programmes is to promote and/or implement the recycling or safe disposal of agricultural waste products.

The crop protection industry is committed to ensuring a sustainable environment through the effective stewardship of empty pesticide containers and obsolete stocks. This requires a commitment from farmers, manufacturers, dealers, distributors and government/municipalities.

The CleanFARMS brand is an effective tool to promote and align recycling efforts in a country or region; build awareness of programmes among external stakeholders; and communicate the industry's commitment to help farmers protect the environment.

What criteria does a container management programme require to adopt the CleanFARMS brand?

The use of the CleanFARMS brand can be licensed to local existing programmes, which need to fulfil certain conditions in order to maintain the value of the brand;

- the container management or obsolete stocks programme operates according to best practices for container management based on industry experience, e.g. triple rinsing of empty pesticide containers must be promoted;
- the programme must be based in technical science, and comply with international expectations and regulations, such as the FAO Code of Conduct (2002);
- an element of monitoring, evaluation and reporting must be included that facilitates programme review and continuous improvement;
- collaboration with other participants in the value chain is highly encouraged (i.e. local and national governments, farmers, retailers).