CropLife International Case Study

Responsible Use Programme in Ecuador

Training over 2,500 people on responsible use in banana production.

In 2010, Ecuador launched the Responsible Use Programme in the production of bananas.

The programme was run by CropLife Ecuador alongside the Municipal Governments of Machala, and Pasaje; the Ecuadorian Agency for Quality Assurance (AGROCALIDAD); and the Agro Association of Ecuador's banana exporters (AEBE).

So far, over 2,500 people have been trained, including small producers, stockists, agricultural college students, university students, those working in the technical field and those carrying out the agrochemical applications. Activities planned for the future include extending the programme to 4,100 people.