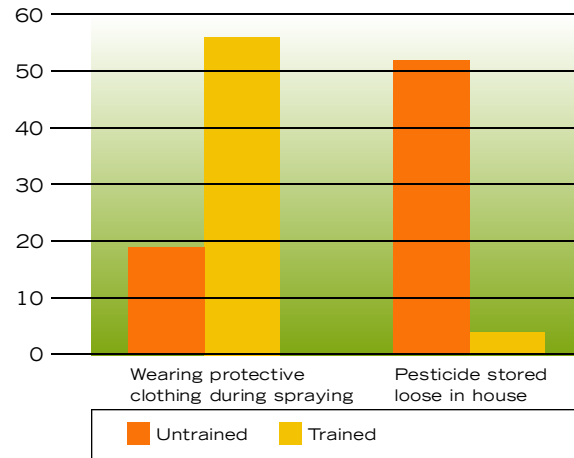


Example of independently monitored changes in farmers practices following training (Kenya)



Similar results have been obtained in other regions, although the actual measurement of effectiveness of the training can differ, depending on what is identified as an important indicator for a particular group of trainees. In Guatemala and Thailand for instance, the percentage of farmers that consistently read the label before use, rose, following training, from 36 to 77% and from 53 to 93%, respectively. All represent improved practice in the handling of crop protection products.

Although this monitoring goes some way in showing the effectiveness of the training programmes, there is more that can and needs be done. CropLife will continue to improve the impact and outreach of its programmes, as well as monitoring and reporting in collaboration with various stakeholder partners on their effectiveness,

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Safe
Safe Use
Use

The responsible and effective use of crop protection products



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Crop protection products are biologically active chemicals and other agents, that are used to manage a range of agricultural pests. They are important tools that can be used effectively by farmers within an integrated pest management (IPM) strategy*.

Before they are released on to the market, these products are thoroughly tested for their safety and usefulness. They need not be hazardous if suitable precautions are taken. However, like many products, if they are not used correctly, they can be harmful to humans, animals and the environment. Hence the need to follow through with continuous training of the users.

* See CropLife summary leaflet or full report 'Integrated Pest Management: The way forward for the plant science industry' www.croplife.org



Objectives and scope

As part of the industry's on-going commitment to product stewardship, companies, regional and national associations provide training in the responsible and effective use of crop protection products.

The objective of such training is to maximise the benefits of crop protection products and minimise any risks associated with their use.

The overall aims of all programmes are:

- To effect sustainable change in the culture of the users
- To be able to identify a significant and measurable improvement in meeting the latest international safety standards
- To draw attention to the need for joint action by the public and private sectors
- To act as pilot projects to stimulate other organisations to develop similar initiatives in other regions / countries.

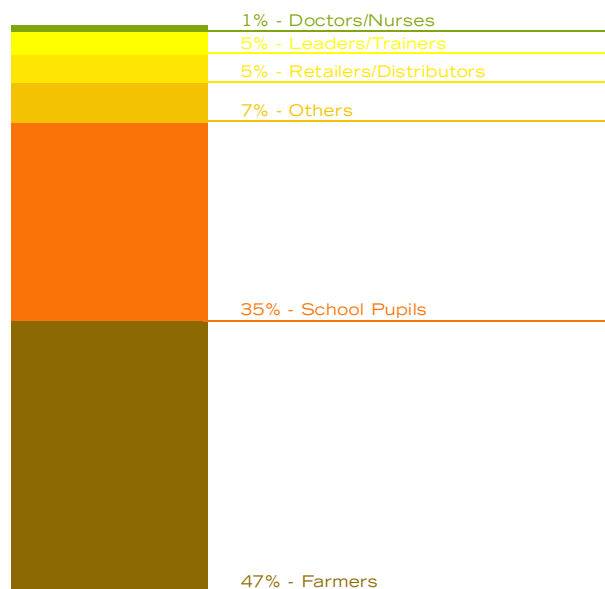
The training covers all aspects in the handling and use of crop protection products. Elements of the programme include:

- When and how to control pests, diseases and weeds in line with IPM principles
- How to apply crop protection products safely and effectively, if they need to be used
- How to avoid unacceptable risks to other people and the environment and
- How to minimise residues on the crop.

Often referred to as 'Safe Use', the training is provided to a range of people, depending on their need. These individuals include:

- Farmers and pesticide applicators
- Farming families
- Extension agents and trainers ('trainers of trainers')
- Pesticide dealers (who regularly provide advice to farmers)
- School children in rural areas ('the farmers of the future')
- Teachers
- University students ('future trainers')
- Medical personnel
- General public

Categories of trainees in 2003



In order to increase impact and outreach, the programmes are often undertaken in partnership with other stakeholders. For example, partnerships have been initiated at a regional or national level with the International Fund for Agricultural Development in Latin America, the World Fertilisation Centre (IFDC) in Africa and local and international NGOs in Cambodia, Sri Lanka and Thailand.

The format of this training and the media employed in the programmes include:

- The Internet /online
- Radio
- Television
- Village broadcasts
- Posters/leaflets
- Group presentations and workshops

In 1991, CropLife International (then GIFAP, later GCPF) initiated the industry-wide, global, Safe Use Initiative.

Three pilot projects were originally established in Guatemala, Kenya and Thailand; they were later expanded to include other countries in Latin America, Africa and Asia. Safe use training also takes place in Europe, North America, Australia, Japan as part of the companies' and associations' stewardship programmes.

Safe use training is currently being carried out by CropLife's national associations in more than 70 countries with several hundred thousand individuals being trained each year. Since the start of the programme, more than 2.5 million individuals have received direct training.

Significantly, several thousand extension agents and trainers attend 'train-the trainer' courses each year. In 2003, for example, over 4,500 future trainers were trained. This body of people then go on to train more people, resulting in a significant 'multiplier' effect.

Tools and Measurement of Effectiveness

At a regional, global and national level, all stakeholders have developed training tools for safe use. These tools include guidelines on the safe and effective use of crop protection products and the use of personal protective equipment (see www.croplife.org). A further significant information resource is a web-based training programme on responsible pesticide use and IPM, www.aglearn.net, which is downloadable free of charge.

Recognising the importance of measuring the effectiveness of the training, impact assessments have been undertaken where feasible. Ideally, independent monitors carry out these assessments. The graph next page is an example of such monitoring. It shows the changes in farmer practices following training.