



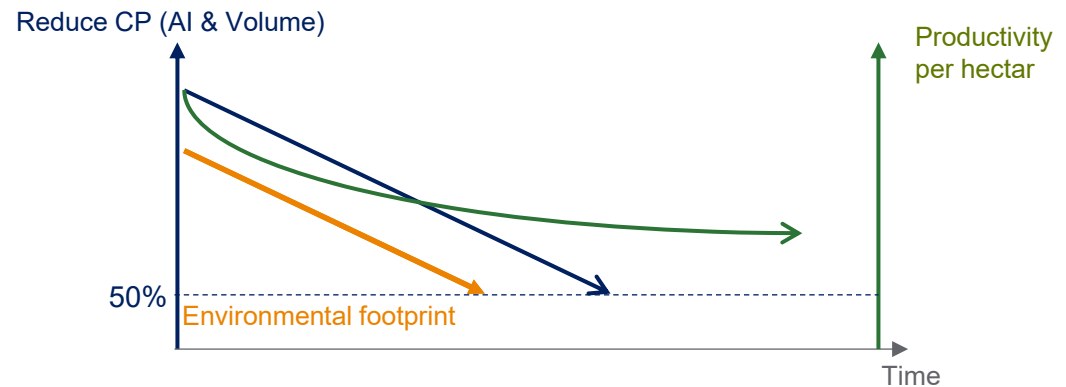
Digital Label Compliance

A CLE initiative

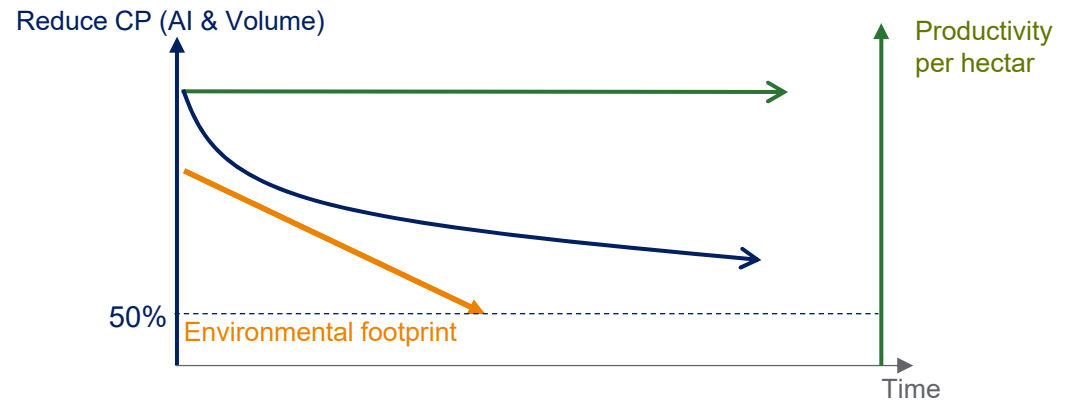
While supporting a reduction of CP per hectare as proposed by the EU, CLE is offering a new solution path



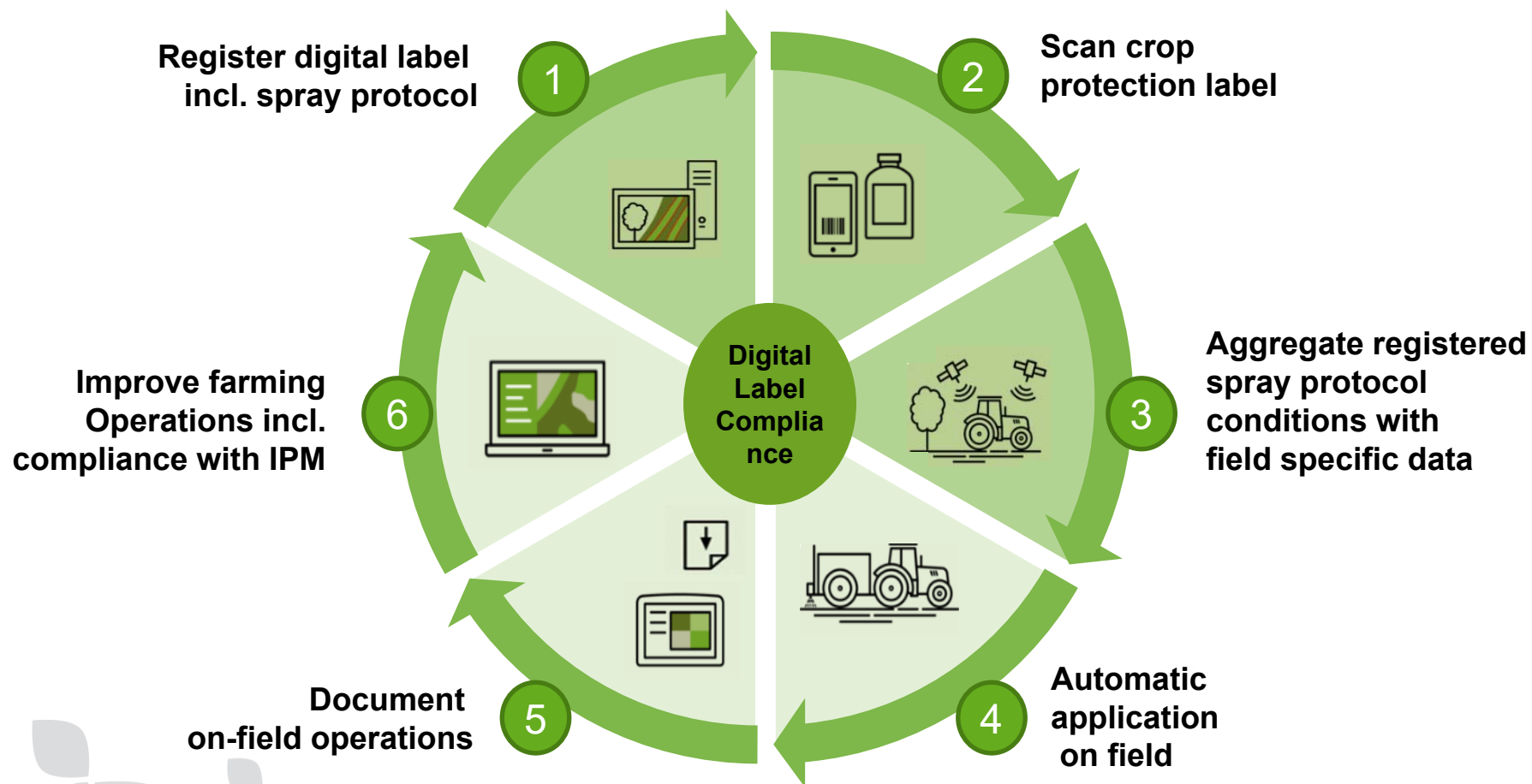
Current approach is to decrease the volume of CP per hectare by (50%) in the EU. To get there the Commission is banning CP products which leads to a reduction in productivity.



Our proposal is to increase efficient use of CP products to bring down CP volume and equally reduce environmental footprint and impact on human health while keeping a broad spectrum of CP products on the market supporting farmer productivity.



Digital label compliance in process: Ensure compliant farming operations and foster best practice



Digital Label Compliance initiative is a game changer offering added value to all stakeholders involved



Grower

Strength

- Early warning on overstepping conditions – legal de-risking
- Ease and increased label comprehension
- Secured access to PPP, prolonged effectiveness and reduced resistance
- Simplified documentation of spray operation in the field resulting in time savings
- Opens the door for targeted solutions such as Variable Rate Application at scale



Authorities

Strength

- Ability to approve PPP in a more nuanced / differentiated manner
 - Respond to societal needs (investment shift towards IPM and Precision Ag)
 - Keep political promise to significantly reduce chemical CP volume applied on-field
- Measurably increase compliance to safe use
- Increase human and environmental safety through field specific risk assessments and risk management



**Equipment
Manufacturer**

Strength

- Enables fully automatized CP application on field



**Agrochemic
al industry**

Strength

- Tool to deliver on human health and environmental impact reduction goals
- Ensure safe use of our CP products
- More flexibility in getting products registered
- Seat at the table to shape legislation