



CropLife
EUROPE

copa * **cogeca**
european farmers european agri-cooperatives

Digital Label Compliance
CropLife Europe & Copa and Cogeca

March 2023



Draft Vision & Mission

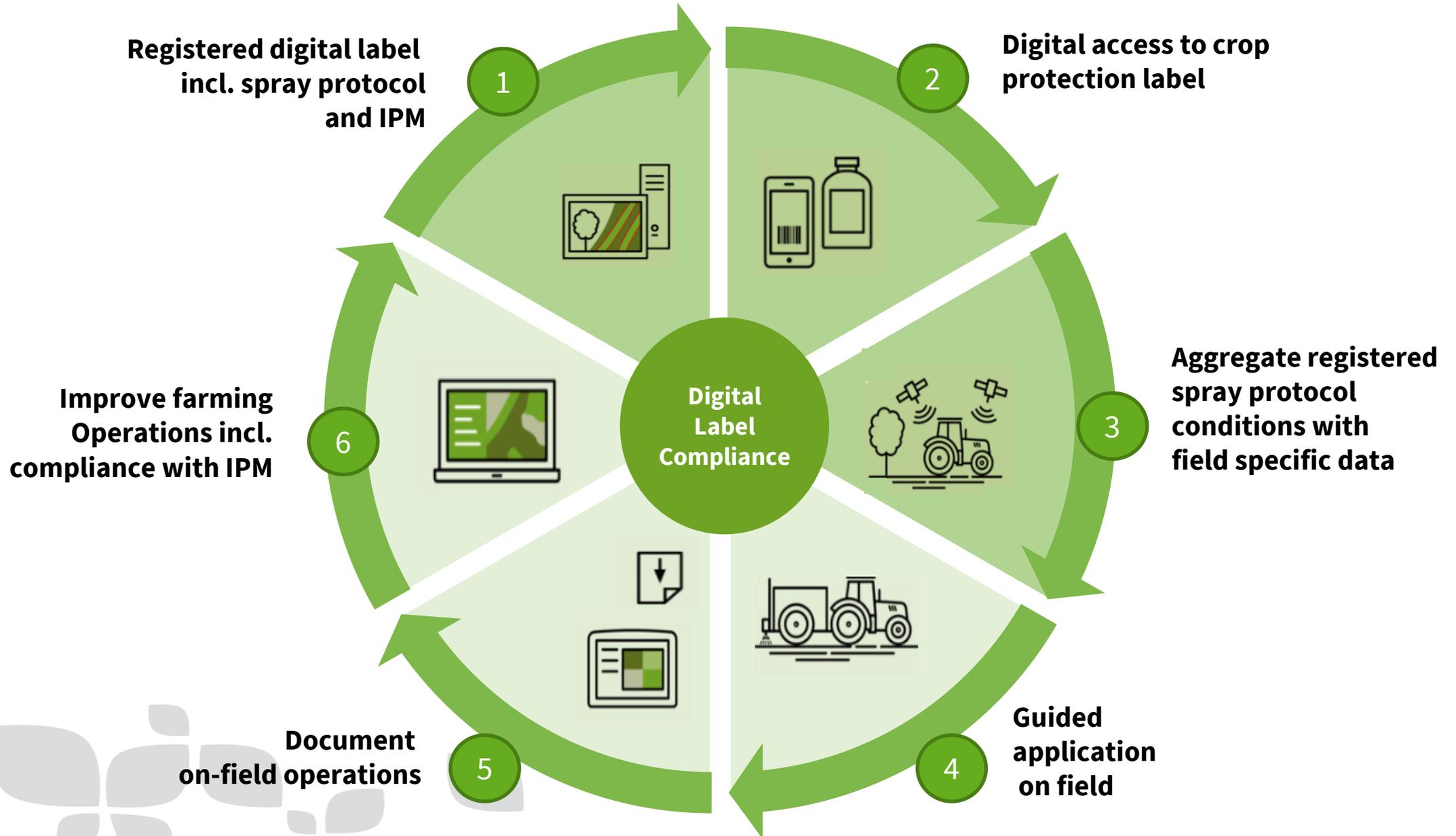
 **Vision:** Food security, ensuring farmer safety, in harmony with the environment

 **Mission:**

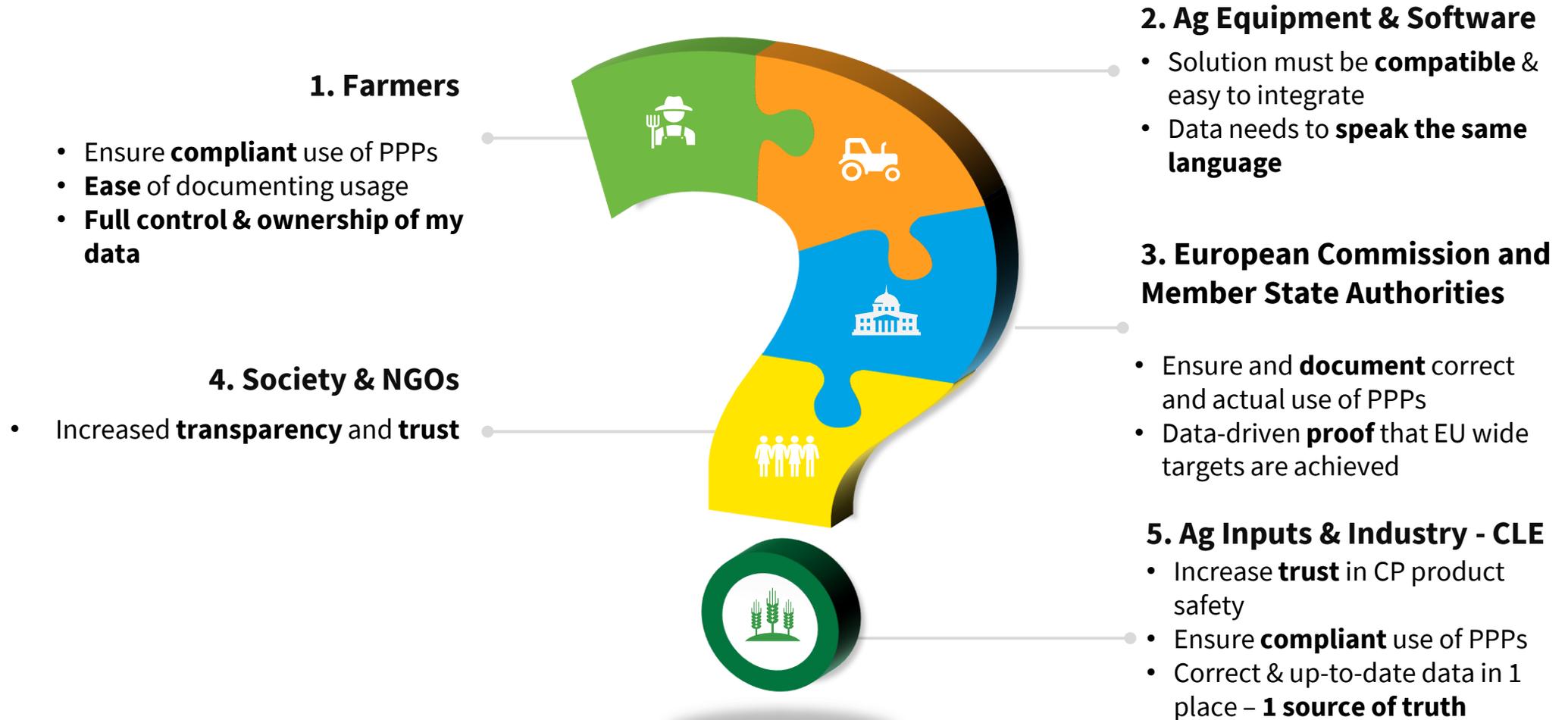
- Help growers manage the footprint of Plant Protection Products on field
- Provide growers with access to innovation
- Sustainable productivity gains



What is «Digital Label Compliance» all about?

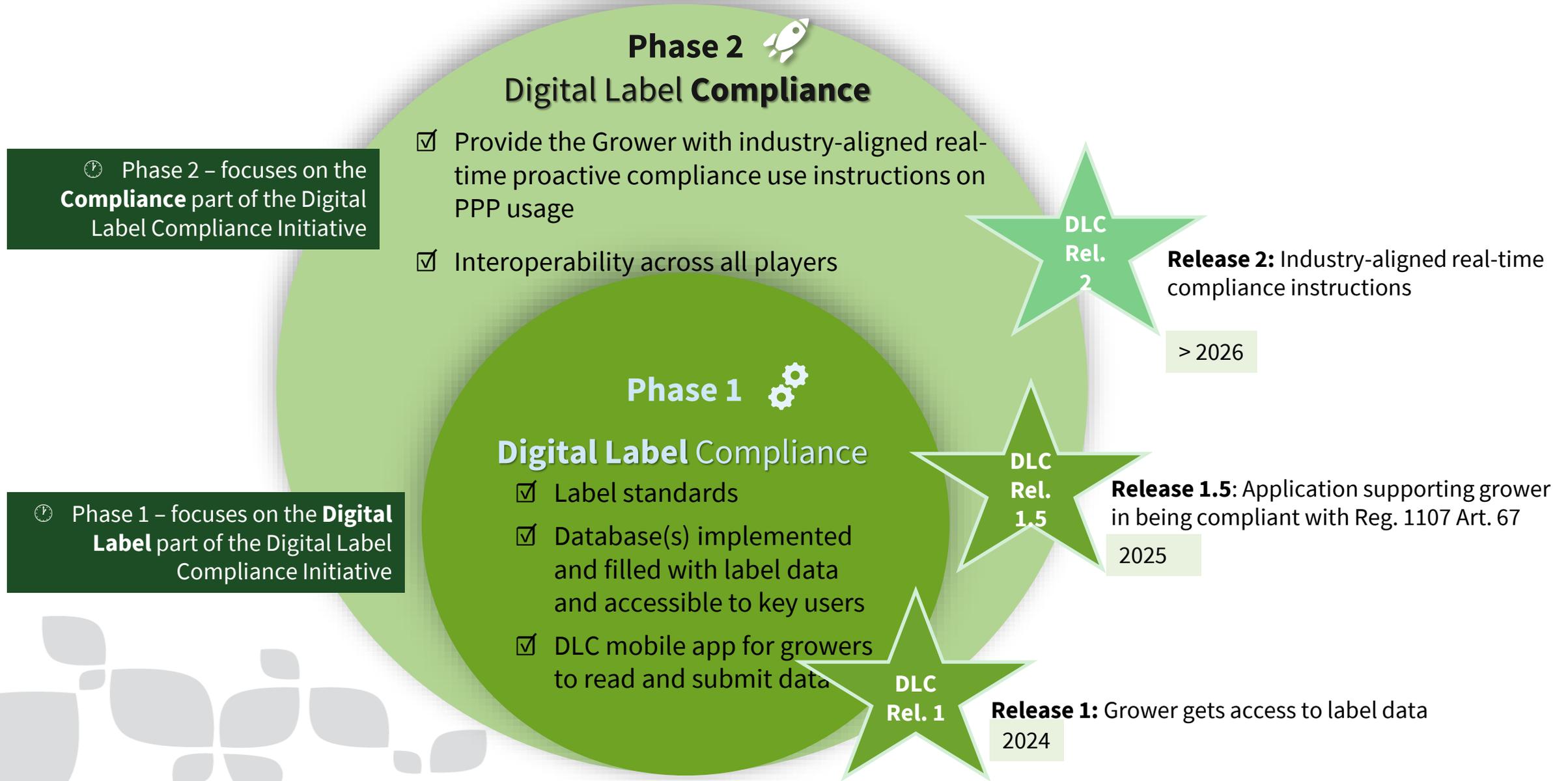


Addressing key Stakeholder needs

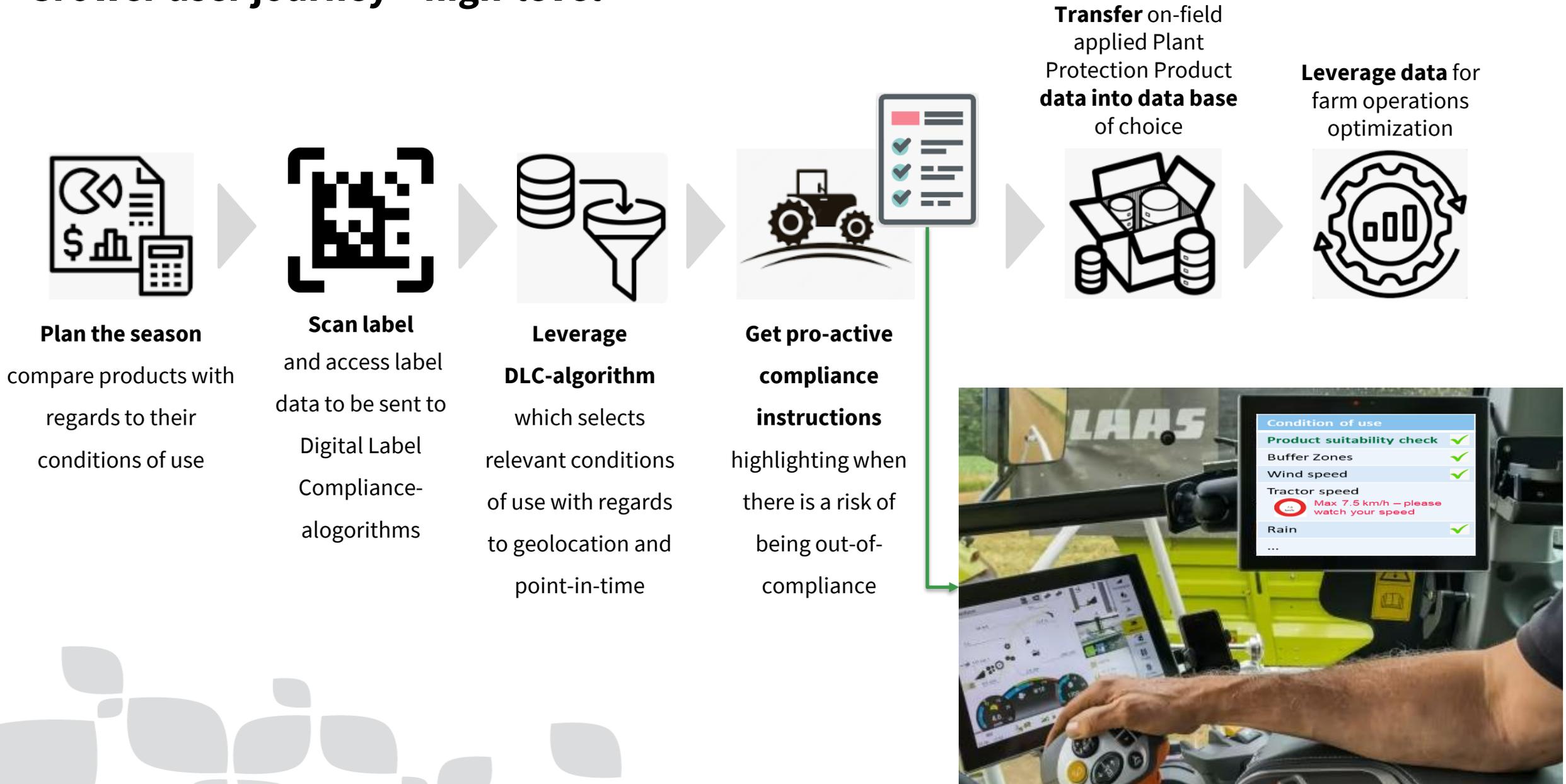


Value needs from multiple stakeholders currently in scope

Digital Label Compliance – Approach & Deliverables



Grower user journey – high-level



Value for farmers

📌 Economic aspects & farm management

- Facilitates data recording for creating plot history and crop protection interventions
- Optimize the use of resources
- Improving the life conditions of farmers and their families incl.
- Agri-cooperatives to support implementation – leverage data for advice provisioning
- Opportunity to keep access to innovative Plant Protection Product-technologies in the EU

📌 Facilitates Risk-mitigation

- Reduces risk of overseeing label conditions of use
- Validation of intervention against, e.g. weather data
- Guidance for treatment on field (future options for automation provided farmer consent)

📌 Time & effort savings

- Easy access to all relevant information on the label at any time
- Facilitates understanding of complex labels
- Seamless integration of different digital services (interoperability)



The regulatory context is a key driver for technological and digital transformation

All EU policies need to align efforts towards creating baseline for uptake of technologies by all farmers:

- ✓ Cross sectorial support decision making systems, supported by AI;
- ✓ Infrastructure - connectivity & interoperability, reliability, standards and security;
- ✓ Digital Skills and Jobs - Advisory and Training
- ✓ Access to investment, financing, capacity building
- ✓ Innovation , research – starting in the farm...
- ✓ Innovative friendly regulatory framework (e.g. drones, NGTs)
- ✓ Access to talent and generational renewal
- ✓ Transparency and Trust on Data Sharing, Improve the access of data by farmers;
- ✓ Fair, transparent, and balanced agri-food value chain - Consumer and market orientation



Going forward

- 🌱 Objective with **Copa and Cogeca**: work jointly towards making the uptake of Digital Label Compliance possible for growers on the ground
- 🌱 Involvement of growers via **Copa and Cogeca**: continue ongoing dialogue, participation of members, test innovation to be implemented on the farms
- 🌱 Connecting the dots with **CEMA, Authorities and other stakeholders** and identify areas of engagement with regards to Digital Label Compliance

