

MPS



MPS



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Coördinator International Projects



1994 Start MPS

MPS:

- ⇩ Floriculture
- ⇩ Environmental
- ⇩ Programme





What was the problem?

↓ Image of the flower business!!!

How can you solve this?

To show your client what you are doing.

In that way we set up in coöperation

with the auctions and the growers-organisation

a registration programme



Production with respect for:

- ⇓ Flora
- ⇓ Man
- ⇓ Fauna
- ⇓ Nature
- ⇓ No pollution of soil, water and air
- ⇓ Reduction in existing pollution
- ⇓ Further development of integrated pest management



Figures MPS

- ↓ 5000 Participants
- ↓ 520 International
- ↓ 32 Countries
- ↓ International Standard
- ↓ Market Leader







Strengths MPS

- ⇩ Unique concept
- ⇩ Synergy with the auctions
- ⇩ World standard- Condition of purchase
- ⇩ Accreditation
- ⇩ Knowledge and experience > Information Technology
- ⇩ High degree of acceptance
- ⇩ International infrastructure







Mission statement (1)

MPS stimulates environmentally friendly cultivation and the goal is to reduce the use of chemicals, fertilizers and energy to the burden on the environment resulting from this production





Mission statement (2)

- ⇩ Registered data from participants
- ⇩ Standards for the farm
- ⇩ Qualification
- ⇩ Inspection and sanctions
- ⇩ Business to business communication





Inspections

- ⇩ Contract with MPS
- ⇩ Admission inspections
- ⇩ Analysing data
- ⇩ Farm inspections
- ⇩ Leaf, product or soil samples
- ⇩ Sanctions



Environmental themes

- ⇩ Crop protection agents
- ⇩ Energy
- ⇩ Fertilisers
- ⇩ Waste
- ⇩ Water



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MPS is...

- ⇓ a programme for the total chain
- ⇓ a management tool
- ⇓ a marketing tool



MPS



MPS-Mind

Pesticide indicator

MPS



Why MPS-Mind

In MPS qualification points are assigned based on kilograms active ingredient used, however.....

Kilogram X ∇ Kilogram Y



Aims of MPS-Mind

- ↓ Insight in environmental risks
- ↓ Rewarding the crop protection strategy with lowest environmental impact.
 - ↓ Low usage kg a.i./ha
 - ↓ Low environmental risk pesticides



What environmental risks are included

↓ Toxicity

↓ Mammals, birds, long term effects, aquatic life, soil life, natural enemies

↓ Persistence

↓ decomposition and bio-accumulation

↓ Mobility in air and water

↓ Regional and nursery specific conditions



Region and nursery specific adaptation

Environmental Zone 1 to 6

MPS assigns a environmental zone to each nursery based on company traits and regional climatic circumstances

Rainfall, surface water, covered cropping etc.



MIND (1)

- ↓ Specific demands
 - Adaptable for world wide application
 - System accepted by parties involved
 - Categorisation: public date
 - Minimal increase of registration requirements
 - Stability in categorisation (green, orange, red)
 - Motivate growers to use pesticides with low environmental impact



MIND (2)

↓ Criteria:

- Toxicity
- Persistence
- Potential mobility
- Local and company specific conditions





MIND (3)

↓ Impact local and specific conditions:

- Distance to surface water
- Average rainfall
- (Non-) covered
- Level ground water
- (Artificial) substrate
- Temperature
- Dry and rainy season





MIND (4)

↓ Method MIND:

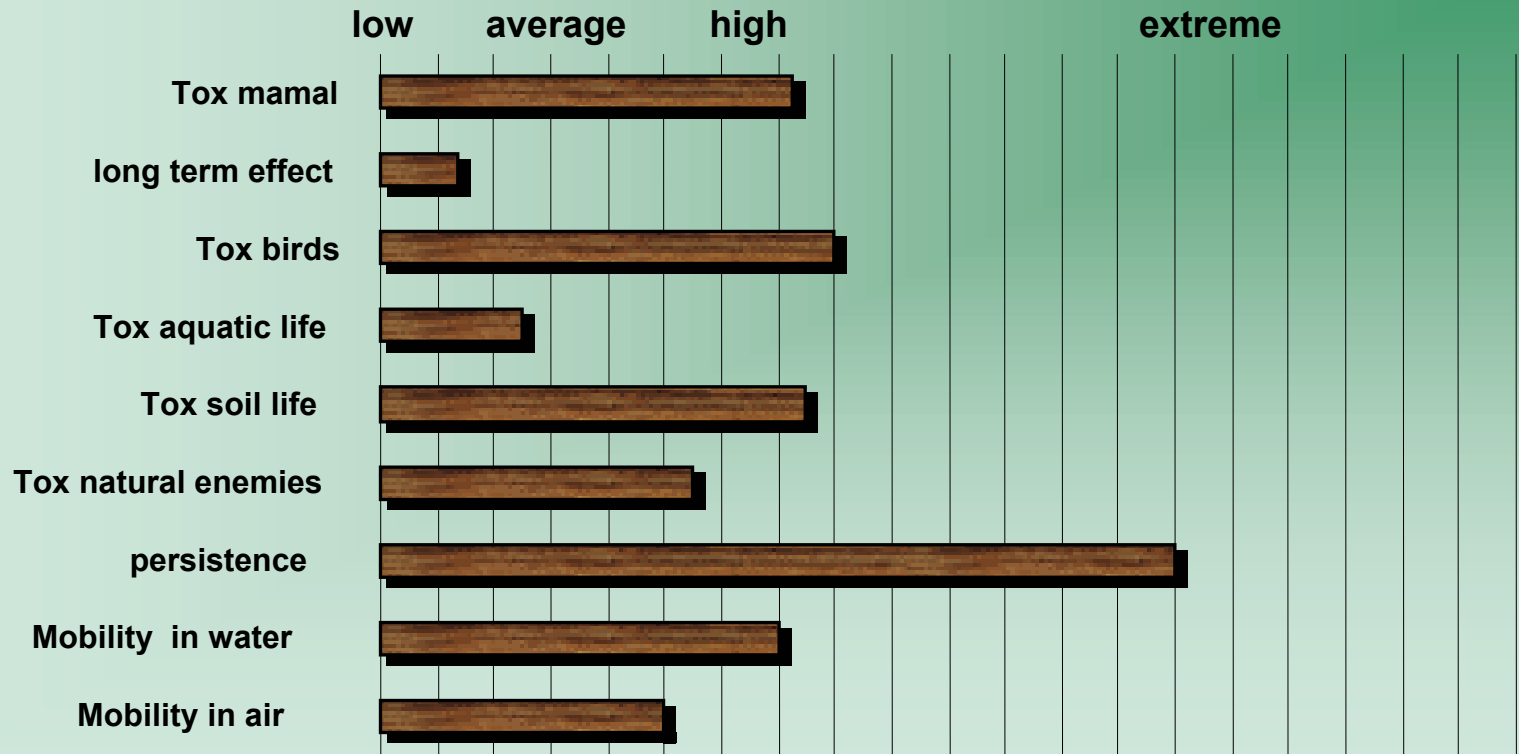
- Questionnaire local and specific conditions
- Environmental zone
- Environmental score Pesticides
- Categorisation (green, orange, red)





Insight in effects per risk factor group

Risk analysis per kg active ingredient



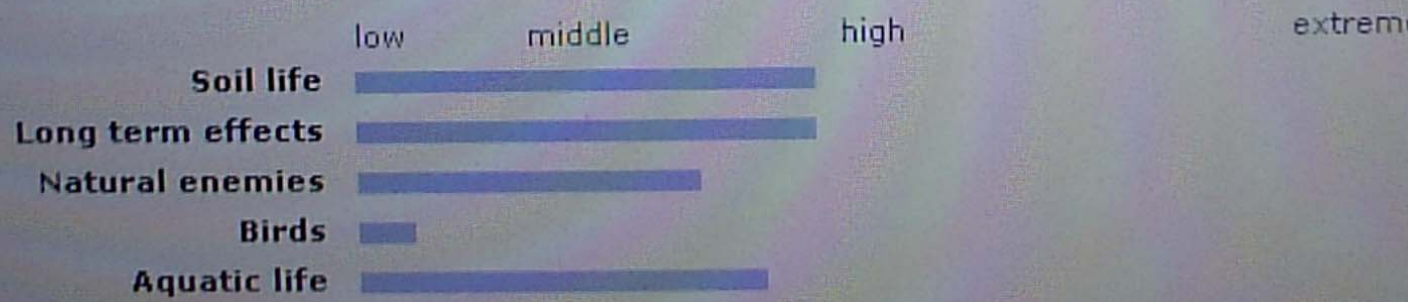


- richting
- score
- score
- richting
- zone
- deel 3
- claimer

MIND Overview pesticide score

part registration	750000/11
Pesticide	<input type="text"/> <input checked="" type="radio"/> description <input type="radio"/> code <input type="button" value="Search"/>
	Carbendazim 500
active ingredient	carbendazim - 500 g/l
Environmental zone	Zone 5 (red)

Composition color of carbendazim





- Elektronisch inleveren
- MPS-Mind
- Download
- Instellingen

MIND Overview pesticide score

- Doelichting
- Middelscore
- Middelscore
- Doelichting
- Milieuzone
- Avl deel 3
- Disclaimer

part registration: 750000/11

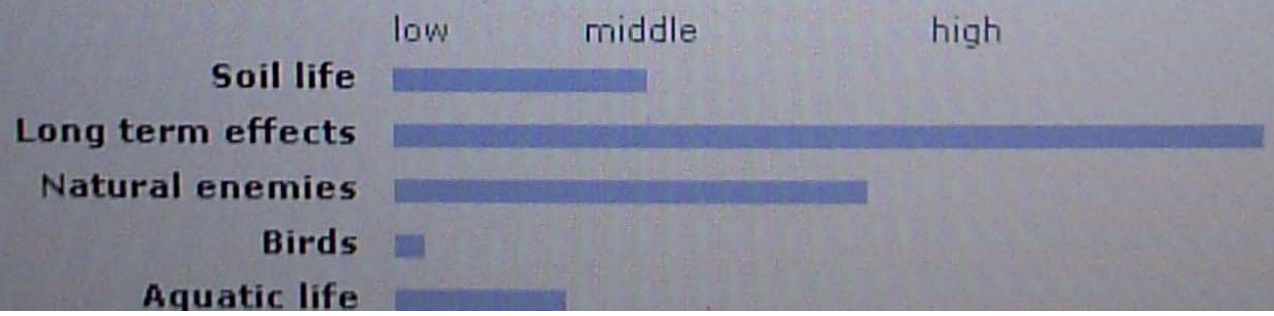
Pesticide: description code

active ingredient: Carbendazim 500

active ingredient: carbendazim - 500 g/l

Environmental zone: Zone 3 (amber)

Composition color of carbendazim



- benaming
- tiddelscore
- tiddelscore
- toelichting
- milieuzone
- Avl deel 3
- Disclaimer



part registration

750000/11

Pesticide

description code

active ingredient

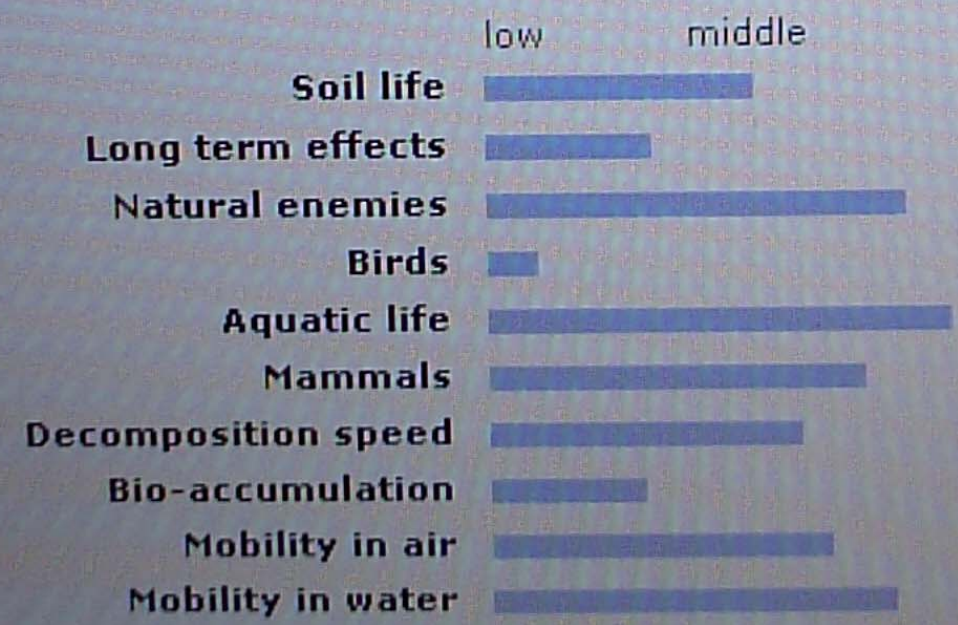
Euparen M

Environmental zone

tolyfluanide - 50 %

Zone 4 (amber)

Composition color of tolyfluanide



MIND Overview pesticide score

part registration

750000/11

Pesticide

Aliette 80 WP

active ingredient

fosetyl-aluminium - 80 %

Environmental zone

Select environmental zone from the list

Select environmental zone from the list

Zone 1 (green)

Zone 2 (green)

Zone 3 (green)

Zone 4 (green)

Zone 5 (amber)

Zone 6 (amber)

Disclaimer

Score
hting
zone
eel 3
aimer

part registration 750000/11

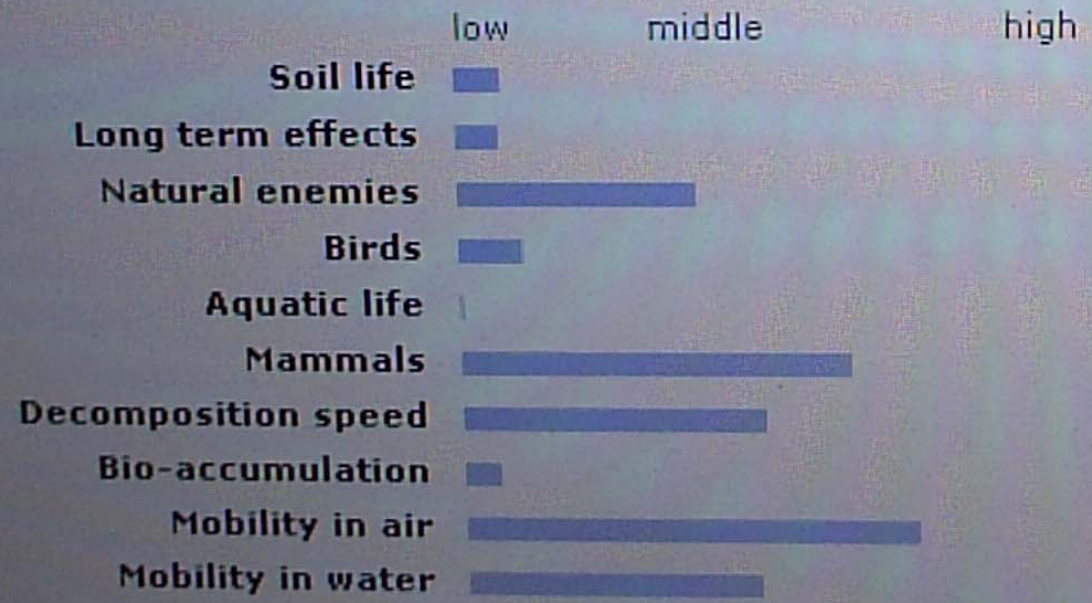
Pesticide description code

active ingredient Aliette 80 WP

active ingredient fosethyl-aluminium - 80 %

Environmental zone **Zone 2 (green)**

Composition color of fosethyl-aluminium



part registration

750000/11

Pesticide

description

code

Search

Aliette 80 WP

active ingredient

fosetyl-aluminium - 80 %

Environmental zone

Zone 6 (amber)

Composition color of fosetyl-aluminium



Disclaimer

- Toelichting
- Middelscore
- Middelscore**
- Toelichting
- Milieuzone
- Avl deel 3
- Disclaimer



MIND Overview pesticide score

part registration

750000/11

Pesticide

description code

Actellic 25 EC

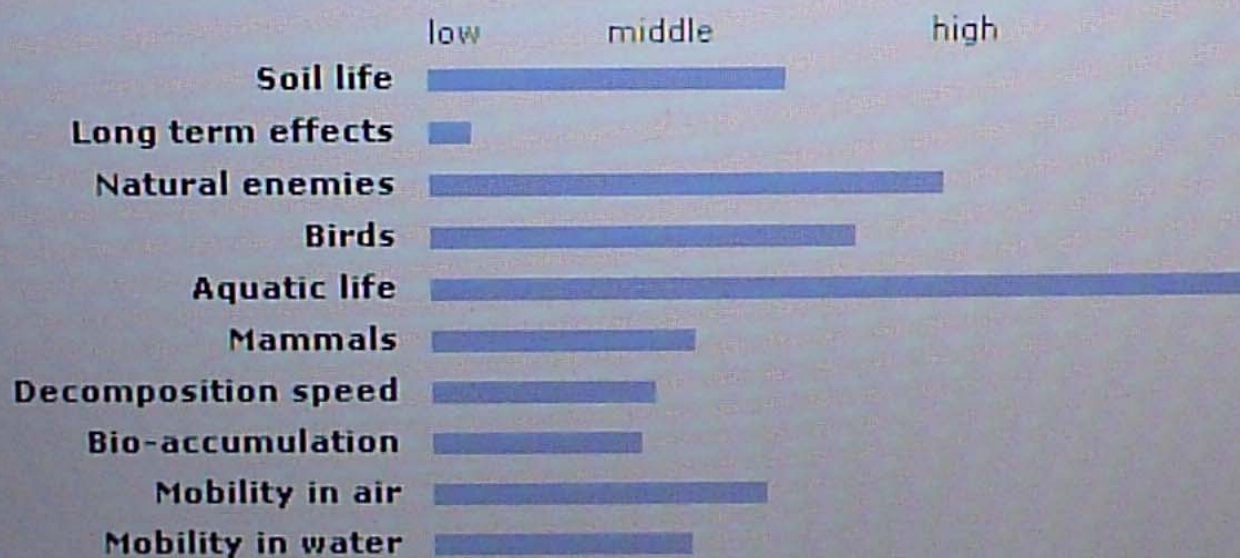
active ingredient

pyrimiphos-methyl - 250 g/l

Environmental zone

Zone 4 (red)

Composition color of pyrimiphos-methyl



Pesticide

description code

Baycor 300 EC

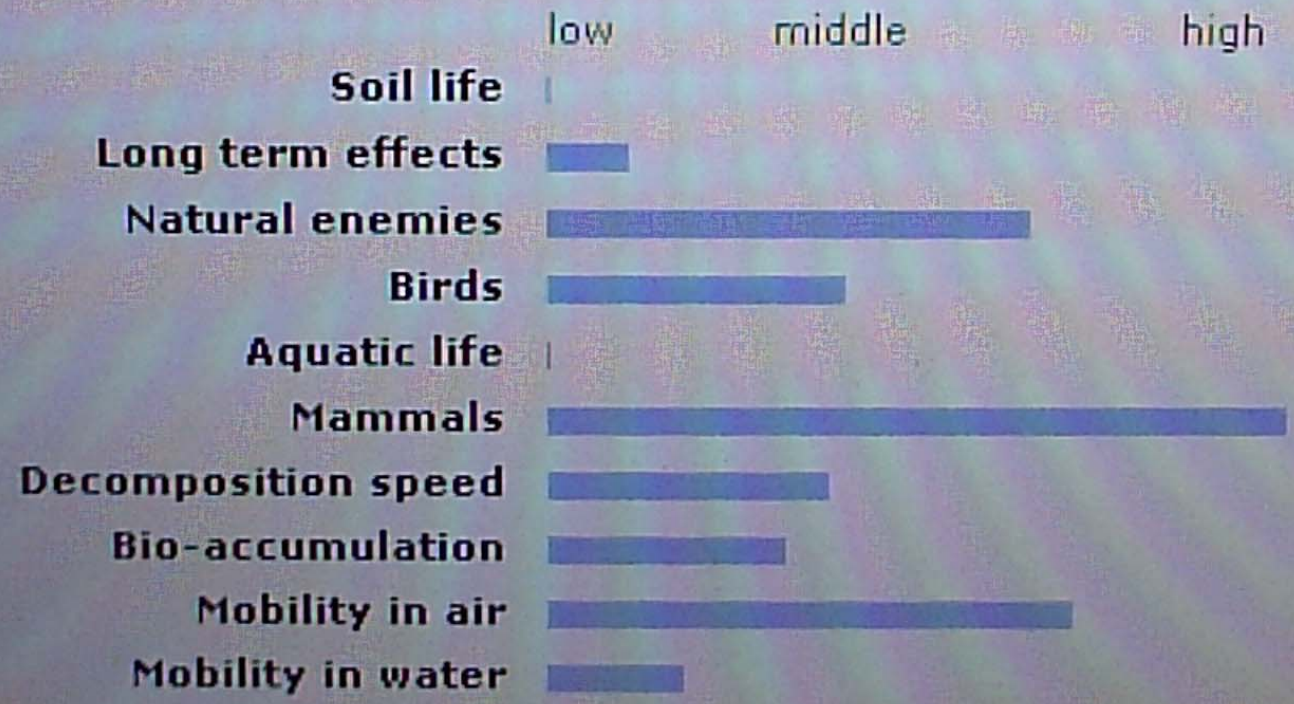
active ingredient

bitertanol - 300 g/l

Environmental zone

Zone 1 (green)

Composition color of bitertanol





Strategy for producers

- ⇓ MPS A, B, C as basis
- ⇓ Modules
 - ⇓ GAP
 - ⇓ Socially Qualified
 - ⇓ Consumer labels
 - ⇓ ISO 9000
 - ⇓ ISO 14000





MPS Policy

One window
for
Record keeping
and
Certification



Labels and the markets

➔ MPS ABC

- Netherlands
- Europe
- USA
- Asia

➔ EurepGAP

- retail UK
- Swiss
- ????

➔ MPS GAP

- Retail Netherlands
- UK
- Swiss
- Sweden
- France
- Spain
- USA

➔ Max Havelaar

- Swiss
- Sweden
- ?????

➔ FLP

- Germany
- Swiss
- Austria

➔ SQ

- Netherlands
- Swiss
- UK

➔ ETI

- UK

➔ FLO

- UK

➔ MPS ABC + SQ

- or FLP + ENV
- FFP (worldwide florist label)

MPS: beacon in the sea of certification





Market characterised by

- ⇓ Much activity
- ⇓ Increasing call for Sustainable production
- ⇓ Success social label in Germany & Switzerland
- ⇓ Trade switches easily
- ⇓ Diversification of labels (target group & market)
- ⇓ A label's success depends on recognition by stakeholders and its international position

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MPS-GAP :

- Is a worldwide standard
- Officially benchmarked with Eurep-gap
- The regulations of MPS-GAP are the same in every country
- Participants use the MPS forms and are also audited as MPS participants, they are accustomed to this way of working and they are familiar with the forms and the procedure
- Due the combination with MPS registration, the use of chemicals and fertilizers are limited.



- MPS-GAP is a good tracking and tracing system
- Daily recording for MPS-GAP is very easy with the new module ACTRES, which enables up-to-date recording, and there is a link with MPS-MIND
- MPS-GAP contains many social elements and is for these elements comparable with Socially Qualified
- The MPS-GAP audit may be combined with the MPS company audit, which means that your company is audited only once a year. This saves time and money
- In order to show that you are certified you may use the MPS-GAP trademark on your packaging material, correspondence with your clients, trucks etc..



MPS-GAP for retailers

“Champions League of Certificates”

“The market for winners”

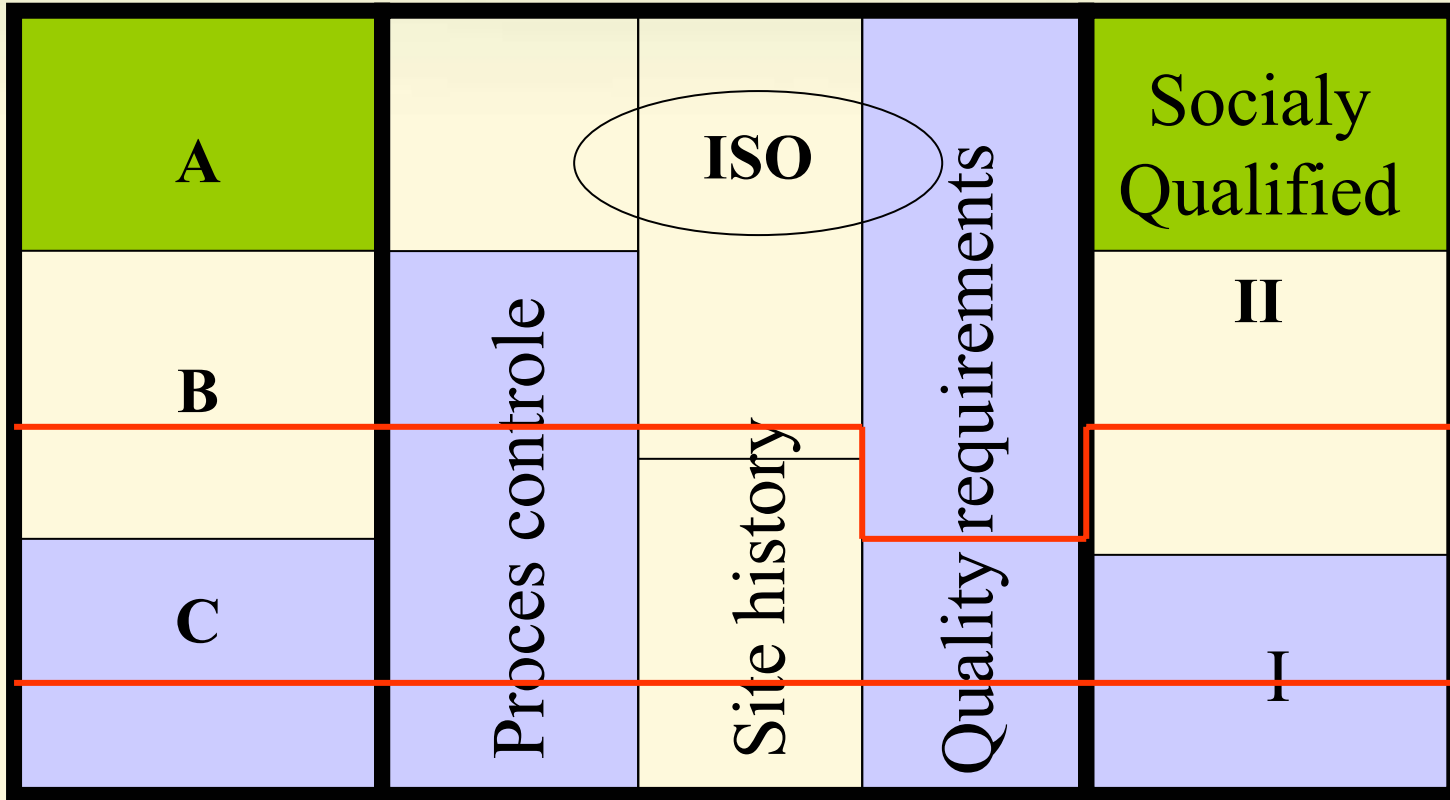
MPS



**MPS
Environment
(Planet)**

**MPS - ISO
Quality
(Profit)**

**MPS
Social
(People)**



- Florimart
- Max Harvest
- MPS/GAP
- EUREPGAP



What is our marketing strategy?

- ⇩ No. 1 in the international Floriculture business
- ⇩ Producers in all countries
- ⇩ Business to business international
- ⇩ International and local making the market
- ⇩ Flowers, bulbs, nursery stock, potplants, parental material, vegetables and fruits are strengthening the international label





Social Label

- ⇓ Safety
- ⇓ Health
- ⇓ Circumstances under which work is carried out
- ⇓ Conditions of Employment





The MPS success:

- ⇩ Methods of production must become sustainable
- ⇩ Methods of production able to show results
- ⇩ Improving Image

MPS



Future?

Fair Flowers and Plants (FFP)

MPS A & Socialy Qualified
or MPS A & FLP

MPS-Florimark

MPS B & MPS-GAP
Quality-system



Why MPS?

- ⇓ Environment and SQ is a strategic option
- ⇓ Environment and SQ is a market responsibility
- ⇓ Taking responsibility = competitive advantage
- ⇓ Doing nothing = competitive disadvantage



MPS



↓ Thank you for your attention!



