Organic + FT rice project in India and Thailand

- Launched together with the Swiss retailer Coop in 2011
- Goal: Improve livelihoods, environmental sustainability, attractive product
- 2015: 3’500 farmers, 5’000 tons rice (paddy), plus rotation crops
- 50% higher net profits, 30% less water use, 30% less GHG emissions, more crop diversity
Samriddhi in Bangladesh

Enhance Rural Prosperity through inclusive and sustainable market system development
Pesticide dialogue

Building consensus on shared objectives

**PUSH**
- Enhancing RESEARCH on pesticides and alternatives
- Strengthening KNOW-HOW on alternatives

**FARMERS USE LESS PESTICIDES**

**PULL**
- Increasing DEMAND for low-pesticide products
- Raising public AWARENESS on pesticides

**POLICY**
- Promotion
- Incentives
- Legislation
Thank you!