

# UPL STEWARDSHIP INVOLVEMENT TOWARDS SUCCESSFUL APPLICATION AND SUSTAINABLE AGRICULTURE IN W&CA



AFTER A TRAINING TO A COCOA COOPERATIVE IN IVORY COAST, TRAINER : ERIC AHOUSSOU

Our Crop Protection marketing efforts are grounded in the basic postulate that the efficiency of crop protection product is linked directly to the conditions of application. At UPL, we have identified 3 key factors which are, well trained applicator, well maintained sprayer and good conditions of application. UPL's stewardship is key to the correct and safe use of our products, optimization of their benefits and Corporate Social Responsibility.

For West and Central Africa regions, our stewardship commitment translates to the existence of several fully autonomous mobile training units. These mobile units, along with dedicated teams, help us reach as close as possible to producers, applicators/technicians, and offer them our free training, adapted to their needs. These activities are being conducted under the Applique Bien /Nguso papa (Apply Well) program.



OUR AUTONOMOUS TRAINING MOBILE UNIT OF NGUSO PAPA IN GHANA, ON THE ROAD TO TRAIN.



TRAINING DONE FOR A COOPERATIVE OF VEGGIES FARMERS BY MAMADOU KONE, TRAINER IN MALI

These programs are greatly appreciated by different stakeholders, thereby strengthening our link with them, and enabling strong partnerships with our suppliers; cotton companies or cocoa value chain. We have reached out to the most remote villages to conduct our training sessions. Each training is adapted to the target audience, and training tools such as movies and illustrated support tools are used to aid the audience's understanding.

Marine Kara,  
Stewardship Lead, WCA & AMEANZ

Atimanav Gaur,  
Global Stewardship Manager

Govind Sawant,  
Global Head - Stewardship & Compliance

In 2019, one of our success stories was the expanding of this program and rollout of a new mobile unit in Mali, with a dedicated trainer for this outreach and consultancy activity. Training areas include topics such as proper use and maintenance of spray equipment, use of PPE (Personal Protective Equipment), reading of product labels, as well as the preparation of mixtures or resistance management. As of today, we are successfully running 3 mobile units with 3 dedicated trainers in Ivory Coast, Ghana, and Mali. A total of 14,723 growers have been trained, most of them being farmers and technicians from cotton and cocoa production.

Evolution of the number of people trained, by crop in W&CA

