

Atimanav Gaur, Global Stewardship Manager, conducted the detailed Product Stewardship training that included '7 habits of Responsible Use of Pesticides' while explaining the product life cycle with emphasis on safety and stewardship practices at each stage of product life cycle. He also explained the key stewardship projects for Asia Pacific that will be taken up in future, Applique Bien program (Spray Well), Container Management program and Stewardship day events. Stewardship messaging tools and posters were explained for use in various farmer and customer meetings.

Similar Stewardship workshops are being conducted in other regions to generate greater awareness on key issues and formulate important programs for the benefit of society and business.

APLIQUE BEM – A STEWARDSHIP PROGRAM IN BRAZIL, PROMOTING BETTER QUALITY LIFE TO AGRICULTURAL WORKERS AND THE SOCIETY

Applique Bem, UPL's Stewardship programme, across regions, is an example of a business, committed to social responsibility and sustainable agriculture. Through Product Stewardship, UPL creates and implements programmes aimed at supporting growers and promoting product efficiency, by reaching out to customers on correct and safe use of our products, providing better quality of life to agricultural workers by safeguarding their health and environment and benefitting the complete production chain.



Applique Bem is a great example of success in stewardship area, offering the highest quality assistance to growers. In 2021, the programme completed fourteen years in action, and with zero cost for the farmers. It was launched in May 2007 in partnership with the Agronomic Institute - IAC, a governmental agency, considered an international expert in Spray Technology.

"The greatest characteristic of the Applique Bem Programme is that it works on a tripod principle, equipment/people/spraying-technique, the three basic elements for safe and successful pest control. Properly regulated equipment, trained users and a set of recommended techniques, result in optimum and rational use of agrochemicals"



Claudia Barreto,
UPL's Stewardship Manager

The Applique Bem Programme can be found all around Brazil, being highlighted as one of the most important projects aiming at the education of agricultural workers. The current programme is spread in more than 3,700 farms and training over 72,500 growers and workers, in 22 Brazilian States.

Multiple award-winning, the programme offers information to agricultural growers and workers that allow them to increase productivity, achieve efficient pest control, reduce worker exposure, avoid waste when applying crop protection products, and reduce environmental impact. Applique Bem has received important awards, to name a few includes Phytosanitary Merit Award, AGROW awards for the

Best Stewardship Programme category, Mario Covas in the Innovation in public management category, PRODUZ BRAZIL Award in Best integration supplier-farmers category.

Applique Bem Programme has also entered into important partnerships such as CEASA – Campinas (Suppliers of Fruits and Vegetables products), Fundecitrus (Citriculture Defense Fund), Entities (CATI, EMBRAPA, Universities, EMATER, etc), Global GAP, Master Crop, Municipal secretariats of Agriculture and many more.

Reinforcing the importance of the program, a Term of Commitment was signed with the São Paulo State Department of Agriculture, with the objective of training 400 agricultural technicians from the government, through the Applique Bem Program.

Applique Bem program assists producers from all over Brazil and employs special vehicles, called mobile laboratories or "Tech Móvel", totally adapted and equipped to carry out application equipment inspections/calibrations, spraying evaluations, demonstrations and training for growers. Instructors of the Applique Bem are prepared to train the farmer on Application Technology in various crops and types of sprayer with no cost to the farmers.



All the trainings are designed to be easily understood and assimilated by the agricultural workers, aiming to achieve best practices in crop spraying. During the training sessions the workers receive important information regarding the safe and adequate use of agrochemicals, including the correct use of Personal Protective Equipment (PPE) and regulation of spraying equipment, all important factors in reducing the risk of impact on the environment and human health.

Aplique Bem program has greatly impacted farmer behaviour in terms of increased use of PPEs while handling Crop Protection products, increased material demand (Sprayer parts - Nozzles, Manometer, PPE), a greater demand for trainings, increased relationship with customers and goodwill about company and its image and reputation. Another advantage is that the data generated by the evaluation of the spraying equipment is highly valuable for the improvement of the spraying systems in the industry and is also a key component for the reduction of the environmental impact caused by agrochemicals and thus protecting human health.

Since its creation, the Aplique Bem Programme has expanded considerably. Not only are agricultural workers and growers interested but also universities and technical schools have requested visits through UPL's and the Agronomical Institute's web pages, resulting in a very busy schedule for the programme.

The successful model adopted by Aplique Bem took on an even greater dimension when other countries became interested in implementing the same work philosophy in their regions. The trainings were successfully "exported" to Colombia, Mexico, Vietnam, Burkina Faso, Ivory Coast, Republic of Mali and Ghana.

Successful implementation of Aplique Bem Programme has clearly demonstrated that any technology, when properly used, can become an effective tool to bring economic advantages, to reduce impact on the environment and to protect the worker's health and safety.



Our stewardship initiative is designed to help our growers use our products in a way that is not only sustainable, but also the most efficient and safe on their farms. This allows them to increase productivity, have better best control, reduce worker exposure and avoid costly waste.

TYPES OF ASSISTENCE

The itinerant concept program assists producers from all over Brazil with their mobile laboratories named **"Tech Móvel"**

TRAINING



PROGRAM DIFFERENTIAL

- Listen to public/farmer/customer regarding individual and particular needs
- Trained, committed and motivated team
- Medium and long term projects
- Focus on quality - Innovation



SPRAYER EVALUATION

HOW IT WORKS



SPRAYER

Well maintained spray



REGULATION

Regulated and properly calibrated



Product racional use



APPLICATOR

Well trained

RECOGNITIONS

Since its creation, Aplique Bem has received important awards, proving its importance for Brazilian agriculture.



2008/2012*
Phytosanitary Merit Award



2012
Category - Best Stewardship Programme



2010
Category - Innovation In Public Management



2010
Category - Best Stewardship Programme

RECOGNITION



"With Aplique Bem I saved a brand new car in one year"

Farmer
Yoshitaka Nagayama,
Madre de Deus - MG



Usina São Martinho
Arnaldo Jardim
Ex Sec. Agriculture of SP State
Pradópolis - SP



Arnaldo Jardim talked about the importance of Aplique Bem Program to the health of workers and also to the economy of products applied in the field. "Brazil is the major supplier of food in the world. Food with quality. We have isolated cases of application in the country that need to be reviewed and this program is helping producers in this direction , "he said.



Secretary of
Agriculture (2015 -2018)
Mr. Arnaldo Jardim