Project aim: create a strategic and coordinated collaboration of existing NGOs, coalitions and individuals spanning environment, health, farming and workers’ rights, to influence policy to reduce reliance on pesticides and support farmers and other landowners to make alternative choices.

The problem: pesticide use at current levels is negatively impacting the environment and human health. Policies and industry narrative perpetuate the status quo.

Barriers and threats including narratives (“feed the world”, “neat and tidy”, “evidence of harms is inconclusive”) and external context (covid-19, Brexit, agri-chem lobby)

Goals under the following themes:

- Amplify alternative narratives (e.g. pesticide use is counter-productive to food security, another way is possible, expose agri-chem scandals)
- Policy and regulation (e.g. post-Brexit approvals, ELMS)
- Land-management practices (e.g. culture, access to advice)
- Research and evidence (e.g. monitoring of impacts, more agroecological research)

Project outcomes:

- The Government has committed to actions which will better protect people and the environment from pesticide-related harms
- The work of farmers and landowners already working on reducing pesticide use will be profiled and they will feel enabled and empowered to engage with decision makers and policy processes.
- Members of the public will be mobilised to put pressure on decision makers to reduce pesticide-related harms

OVERARCHING VISION
By 2030, there will be a major reduction in pesticide-related harms to both human health and the environment. There will be more joined-up thinking that links agriculture to health, lifestyle, food and environment; and civil society organisations from across these sectors will be working collaboratively for positive change.

Driven in part by pesticide reduction targets, agroecology will be adopted across the UK creating a more sustainable farming system which includes widespread adoption of nature-based Integrated Pest Management. This system will be supported by broader research and evidence on sustainable crop production and governed by policies and regulations which are based on the precautionary principle and offer the best possible protection for human health and the environment. Farmers will be happy and prosperous with support that enables them to champion reduced pesticide use. The public has access to safe and affordable food and are able to make informed consumer decisions within transparent supply chains.