



AILIMPO WEEKLY HIGHLIGHTS

José - Antonio García
Director



LinkedIn

"Some people want something to happen, some people dream about it happening, some people make it happen" (Michael Jordan)

The EU proposes to reduce the use and risk of chemical pesticides by 50% by 2030

The new EU proposal aims to contribute to the creation of sustainable food systems in line with the European Green Pact and the farm-to-table strategy, while ensuring lasting food security and protecting our health.

The new measures will ensure that all farmers practice Integrated Pest Management (IPM), where alternative methods of environmental pest prevention and control are considered first, before chemical pesticides are used as a last resort. The measures also include the obligation to keep a register for farmers and other professional users. In addition, Member States have to establish crop-specific standards identifying alternatives to be used instead of chemical pesticides.

This is the path that Europe is designing for us.



Follow the leader

The hip hop group S.B.S. is one of the most famous hip hop groups from Havana, Cuba consisting of a mix of Cuban music, American hip hop, reggae, eurobeat and Caribbean rhythms. Their greatest success was their second album, entitled "Follow the Leader", a song that was recorded and mixed in Miami in 1999, and which quickly became a hit, first in Spanish-speaking countries and then in Europe and Asia, as versions were made in German, Italian and even Japanese, having an unprecedented success which motivated these musicians to declare **"success pushes us to continue forward, it is a step that forces us to work harder every day, striving to entertain people and continue being original and simple"**. **I couldn't agree more with these Cuban musicians.**

If you don't remember this song click on this YouTube link, I'm sure it sounds familiar <https://youtu.be/Lw8sluKMcJw>

Well, this week's weekly letter is about precisely that... following the leader. And in the lemon the leader is Spain. **We talked about all this this week at the first edition of the Citrus Forum, the first major postcovid event in the citrus sector, which was a success and attended by more than 1000 people.** There is a desire to talk, to see each other's faces, to reflect. AILIMPO bet from the first moment for this event. Obviously, as with all new things, it was necessary to assume the risk of uncertainty as to whether the event would work or not. AILIMPO took the risk and others decided not to. **Sometimes, absences give us a lot of information.**

Well, I'll get to the point, **AILIMPO's message in this Citrus Forum very clear:**

- 🍋 You don't just have to be a leader in statistics. The most important thing is to exercise that leadership, and our responsibility is to work to remain so and ensure the economic sustainability of the lemon and grapefruit sector, offering a quality product to the consumer.
- 🍋 We must not be afraid to be self-critical and recognize our problems.
- 🍋 We cannot face the challenges of the next 10 years with the mentality of 10 years ago.

Which do you prefer: lion's head or mouse's tail?

