



A LIGHTER TOUCH

Delivering crop protection with a lighter environmental touch

-  **A Lighter Touch is an industry and government partnership supporting New Zealand growers to move to producing plant-based food with a lighter environmental touch.**
-  **The \$27-million seven-year programme started in 2020. Its work focuses on finding the tools to help plant food producers move from reliance on agrichemical crop protection to an agroecological approach – sustainable farming that works with nature.**
-  **A key point of difference about the programme is its collaborative nature, bringing together 15 food product groups from the horticulture, arable and wine sectors. Each sector contributes knowledge and funding to the programme.**
-  **A Lighter Touch is helping New Zealand growers move away from chemically intensive crop protection, and towards an integrated approach involving a combination of on-farm practices, biological solutions and softer chemistry.**
-  **The programme's work streams are:**
 -  **identifying agroecological practices to incorporate into existing crop protection programmes (including cultural/on-farm practices, biologicals and new technologies),**
 -  **transitioning from older agrichemicals to new softer options,**
 -  **updating and maintaining pesticide resistance management strategies, and**
 -  **working to overcome regulatory barriers to new crop protection tools.**
-  **An important component of the programme is sharing knowledge and demonstrating the practical application of new crop protection tools on farm.**
-  **With co-investment from the Ministry for Primary Industries and from two crop protection companies, A Lighter Touch is designed to support New Zealand growers becoming the world's preferred producers of plant-based food products.**
-  **Scan this QR code to view our Quick Reference Guide of pests and diseases that A Lighter Touch co-funded projects are targeting. Learn more at www.a-lighter-touch.co.nz**

