

IRAC Annual Meeting – Philadelphia, USA

Thursday, March 30 (11:00 - 12:30)

Tuta Task Team – next steps

Session Chair: John Andalaro and Luis Teixeira

Agenda:

- **Introduction and reminder of Antitrust guidelines (John)**
 - Reactions/recommendations from Tuesday's review of the Tuta Task team project
- **Review teams responsible to implement IRM recommends in targeted countries**
- **Develop a draft plan**
 - Clarifies expectations, audits progress, ensures communication among countries, and defines goals with timelines.

Tuta Task Team – Next Steps

Country	Company	Country Representative
Spain	BASF	Cesar Blanco Ruiz
	Dow	Maria Torné
	DuPont	David DeScals
	Syngenta	Stefano Ramella/Alvaro Serna
Italy	BASF	Cesar Blanco Ruiz
	Dow	Enzo Tescari
	DuPont	Stefano Pasquini
	Syngenta	Stefano Ramella
Greece	BASF	Cesar Blanco Ruiz
	Dow	Aris Chloridis
	DuPont	Christos Theocharis
	Syngenta	Sinisa Jelovcan
Turkey	BASF	Francisco Marchal
	Dow	Aris Chloridis
	DuPont	Umit Ersoz
	Syngenta	Sinisa Jelovcan
Morocco	BASF	Francisco Marchal
	Dow	Aris Chloridis
	DuPont	Jean-Luc Rison / Stefano Pasquini
	Syngenta	Radwan Ftayeh
South Africa	BASF	Francisco Marchal
	Dow	Aris Chloridis
	DuPont	Jean-Luc Rison / Stefano Pasquini
	Syngenta	Desiree Van heerden
Israel	DuPont	Stefano Pasquini
	Adama	Zvi

Tuta Task Team: Action Items

- Confirm and reappoint country leaders (chairmen) if necessary prior to audio meeting (add Zvi to Israel team)
- Conduct audio with country chairmen responsible for assembling implementation team.
- Final agreement on prioritized Tuta IRM strategies
- Determine if country teams want a common brochure developed at the regional level that can be edited by local teams.
- Identify from each team:
 - Implementation members and influencer organizations
 - Define Ag Company efforts
 - Define target audience
 - What communications will be made
 - Form of communication used for each target audience (face-to-face training; brochures; label content; company marketing communications, contact through industry associations; involve Crop Life, etc..)
- Define goals and timelines during audio mtg.
- Provide a means of inter-company and inter-country communications during the process.
- Tuta core team audits progress on every-other month schedule