



## **Pesticide container disposal in Peru and Campo Limpio activities**

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# Country overview

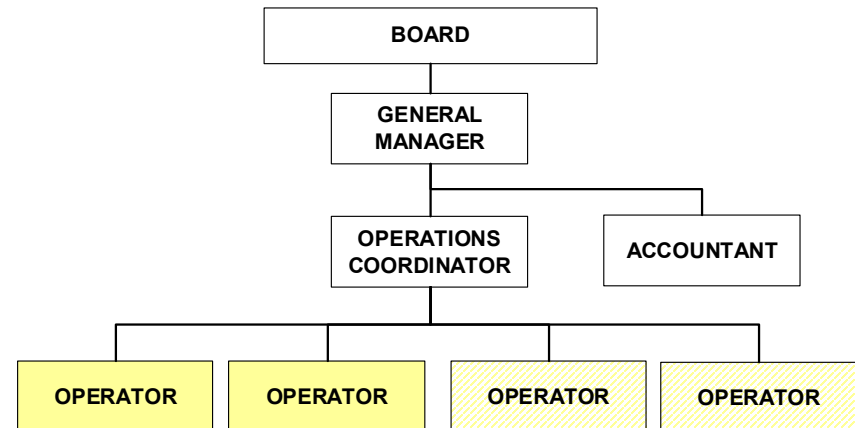


- Arable land 2M Has
- High tech farming 0.1M Has
- Population 30M
- 4.8M working in agriculture related activities
- AgCh MKT size USD 150M
- Containers sold per year > 600 Ton
- Container management programs are not mandatory

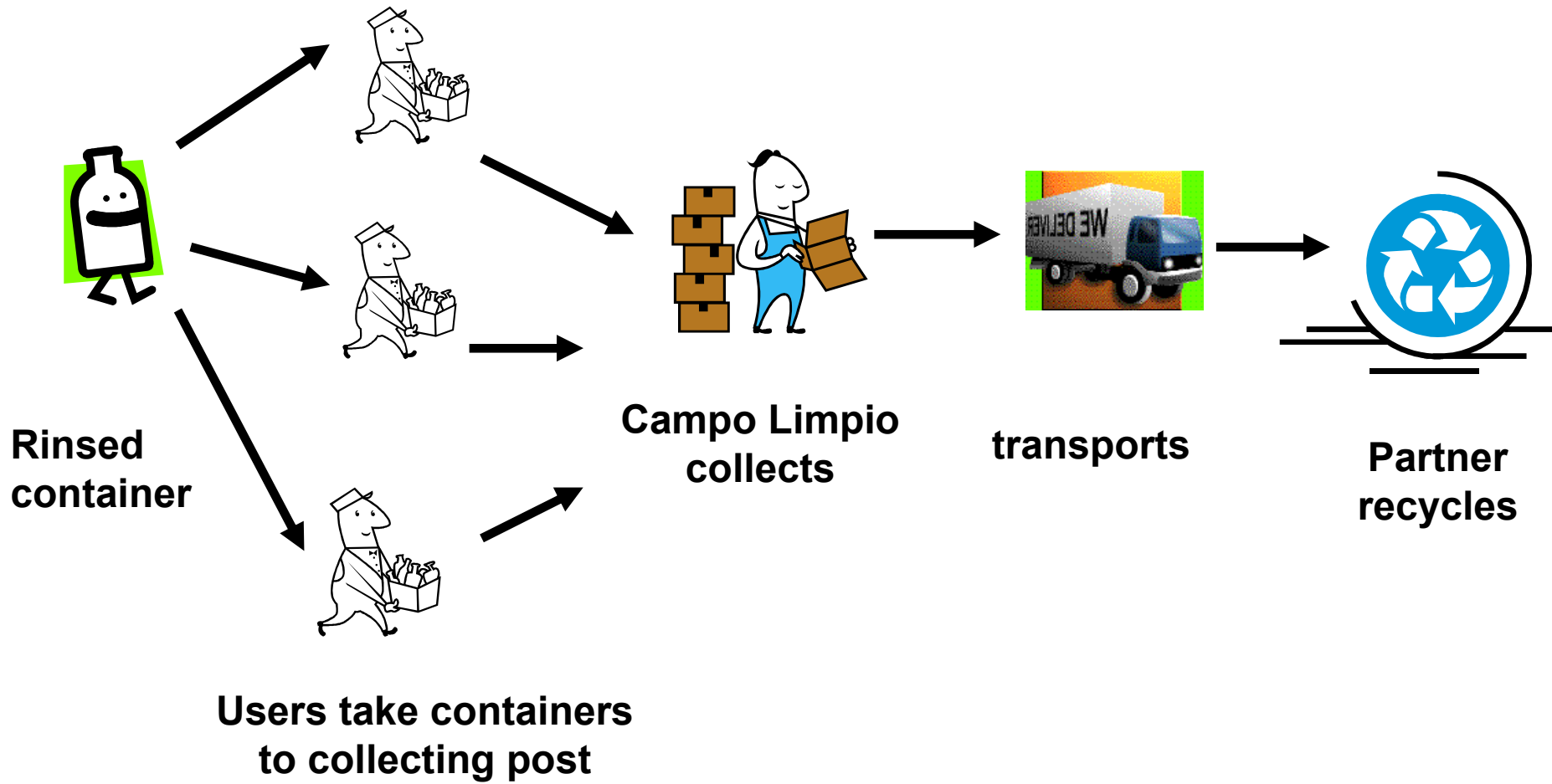


# About “Campo Limpio”

- Mission: To implement a CM system, bringing technical support to all stake holders
- Associated companies: 15
- Number of workers: 7
- Annual budget USD 120K
- Licensed by the Ministry of Health and the Ministry of Agriculture
- Website: [www.campolimpio.org.pe](http://www.campolimpio.org.pe)



# Container Management System



# Triple rinse control

- Campo Limpio conducts one-by-one container inspection before collecting
- Farms are allowed to re-rinse containers
- Campo Limpio gives free training for field staff
- Container disposal certificate is issued for each operation



# Types of collecting facilities



# Collecting post activities



# Output

- Plastic flakes, mesh 0.75 in
  1. White HDPE
  2. Colored HDPE
  3. White HDPE +nylon
  4. PP (caps)
- All material is washed, dried and repacked for selling





# Recycling

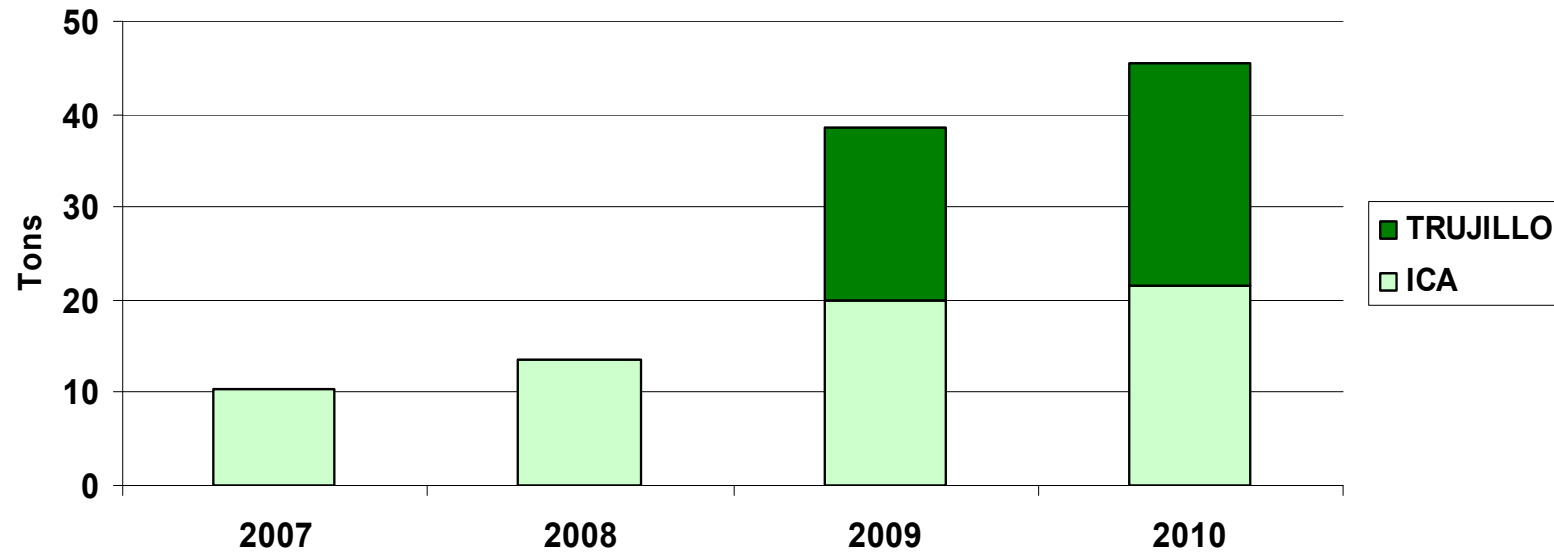
- End products are designed and commercialized by our recycling partner



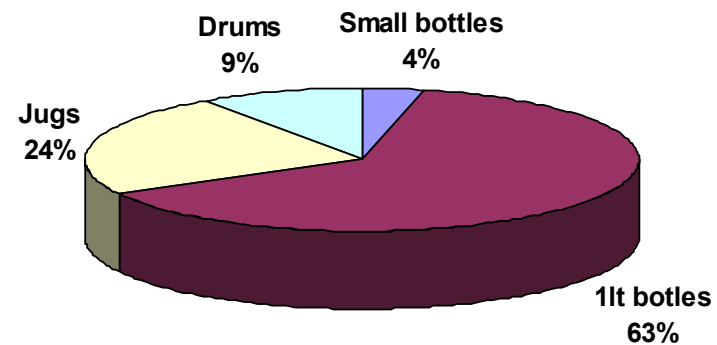
- New containers, plastic pallets and other industrial products



## Total weight of collected containers



The % of collection in weight,  
by type of container

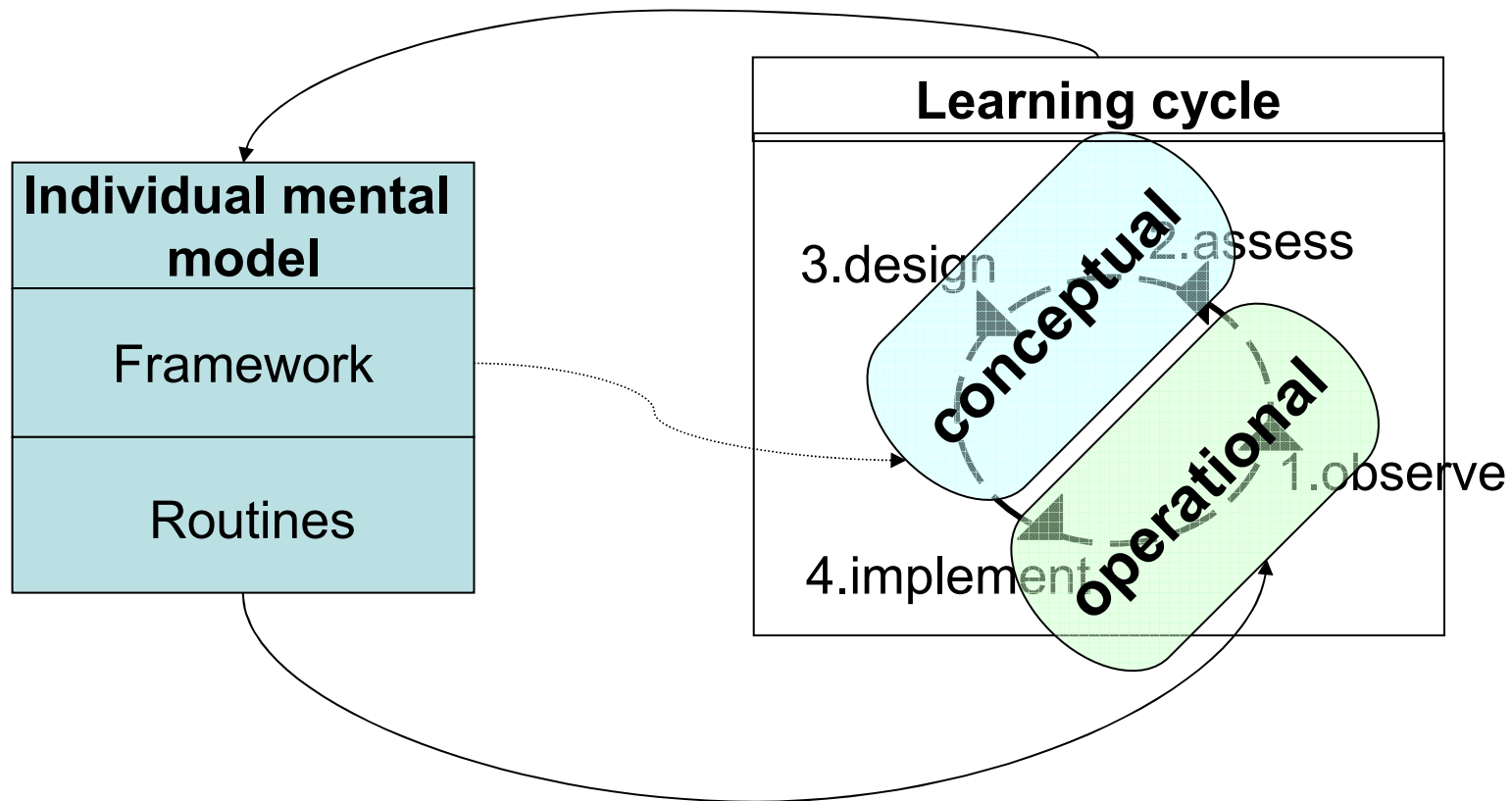


# Farmer training

- *You can take a horse to the river...*
- To deal with farmer **learning** we rely on:
  - Individual learning theory
  - Engaging training material (video, fliers, presentations)
  - Reinforcement of message
  - Selection of target groups



# Individual learning theory



# Engaging training material



- Our first attempt to design engaging material, the pin-up bottle (project cancelled)



- Video “Pepe y los agroquimicos”



# Reinforcing the message

- Participatory training activities
  - Explain to your peers
  - Contingency simulations
  - Dress up contest
- Target
  - Farmers
  - Field staff
  - Trainers
  - Students





We go beyond recycling plastic containers,  
we build an environmental way of thinking.

