Agro-forestry in sub-alpine Slovenia (Upper Savinja Valley)
Regional Workshop, Vienna

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PEGASUS WORKSHOP
30 November 2017, Vienna

The potential for provision of environmental and social benefits through farming and forestry in remote and marginal areas, including mountains
Organic haymilk production label in mountain region Murau

Regional Workshop, Vienna

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PEGASUS WORKSHOP
30 November 2017, Vienna

The potential for provision of environmental and social benefits through farming and forestry in remote and marginal areas, including mountains
Organic mountain haymilk production under a private quality label contributing to the provision of ESBOs, in particular on the presence of diverse and sufficiently plentiful species and habitats as well as landscape character and cultural heritage.
Role of the private sector for collective initiative and ESBO provision

- **Vertical and horizontal cooperation** (i.e. farmers, regional dairy, retail chain, consultancy firm)
- Definition of a **quality standard**
  - **Obligatory requirements for participation: / entry point for AEP & ANC**
    - Organic standards
    - Abandonment of silage measure
    - Area of Natural Constraints Scheme
  - **Some other requirements:**
    - 75% roughage from on-farm production, 100% organic soy-free fodder, additional animal welfare standards, quality assurance and traceability system, etc.
- Use **market opportunities** through valorization of ESBOs, place-specific assets and consumer communication
- Increased value-added along the value chain (**price premium and premium guarantee**)
- **Maintenance** of traditional extensive land use types and levels of biodiversity
Role and impact of policy on ESBO provision

- **Public support per organic haymilk producing mountain farm** in Murau (2014):
  - $1^{st}$ pillar CAP: 4,635 €
  - $2^{nd}$ pillar CAP: 15,157 €
    - Agri-environmental Programme: 8,835 €
    - Area of Natural Constraint Scheme: 5,614 €

  Ø around 57% of farm income

\[ \text{“without public support, there simply wouldn’t be mountain agriculture and the cultural landscapes, iconic for mountain areas, would disappear” (I-12)} \]

- Most **relevant measures** in terms of ESBOs / frequent additional supportive synergies / AEP
  - Organic farming, abandonment of silage, cultivation of mowed mountain grassland, mountain grazing and herding, environmentally sound and biodiversity-promoting management, animal protection measure, nature conservation measure

  ➢ **Pillar 2 central**: AEM and ANC important for both **establishment and maintenance** of ESBOs

This project has received funding from the European Union’s Horizon 2020 research and innovation programme under grant agreement No 633814
What general lessons can be inferred from the case?

- **Strong motivation** and **entrepreneurial spirit** of key actors
- **Transform** site-specific **disadvantages** into a selling proposition
- **Effective communication** and contribute to **consumer awareness** and **trust building**
- **Match supply with demand** for food products linked to ESBOs and...
- ...increase farmers’ share through **equitable value-added strategies**

- Private label combines market mechanisms and builds on public support (in particular, AEM and ANC)
  - Create of synergies and a win-win situation
- Render extensive agricultural management practices in disadvantaged and marginal areas **economically more viable** and contributes to the **maintenance of landscape character** and **levels of biodiversity**
Entry points for common discussion

• Extent / limits of consumer demand?
• In general, “green washing” and dilution of standards as a potential internal threat of private schemes?
  • Need for transparent standard
  • Third party control
  • Equitable partnerships between supply chain actors
• Transaction costs need to be recovered by means of public policies and/or private mechanism?
• What are further linkages with other ESBOs?

”How can such schemes and initiatives be made more effective, transferred, multiplied and scaled-up?”
Birds and amphibians support on wet meadows in Czech Republic

Regional Workshop, Vienna

Jaroslav Prazan (UZEI)

November 30, 2017

Findings and lessons to enhance the sustained provision of environmental and social benefits for policy and practice
This project has received funding from the European Union’s Horizon 2020 research and innovation programme under grant agreement No 633814
Introduction to the case study

• **Resource system**: extensive wet grasslands with limited production, old irrigation system

• **Environmental/social benefits** of the initiative: biodiversity, public awareness rising, culture.

• **Key dilemma**: farmers motivation is to manage meadows with low cost to optimise CAP support, but conservation increase the cost of management (market is not a driver).
Mechanisms of environmental benefits provision

- Attempts to get agreements on management of the site between farmers and NGOs
- NGOs collect financial resources from general public in order to buy the land.
- NGO use CAP and Ministry of Environment support to build pools for amphibians and nesting sites for birds and renew the irrigation system.
- NGOs invite public and schools and provide guided tours in the area.
How it was arranged?

Limited resources available in NGOs, therefore a collective action was needed

• Two NGOs created board to manage the project.

• Built trust and motivated public to provide support.

• Invited several stakeholders to agree on common approach (e.g. local administration, farmers, fishers).

• Hired local leader as project manager to improve trust of local actors.
Success - difficulties

- NGOs were able to increase biodiversity significantly during recent years.
- Number of visitors is growing and schools pay some fee for guided tours.

BUT:

- Some farmers do not trust the NGOs and are not willing to cooperate.
- Some principles of collective action were not pursued sufficiently (e.g. reciprocity).
- Risk the project manager could be burnt out – difficult to overcome low trust.
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Bergamot, niche and organic products in Calabria (Italy)

Francesco Mantino and Francesco Vanni

PEGASUS WORKSHOP

The potential for provision of environmental and social benefits through farming and forestry in remote and marginal areas, including mountains

Albert Schweitzer Haus Schwarzspanierstraße 13 A-1090 Vienna, Austria
30 November 2017
The Greek Area (Area Grecanica)

• The **ecological context is extremely fragile**, devastated by the disordered urbanization and hydro-geological erosion;

• Bergamot cultivation is a way to maintain **landscape** (bergamot is part of the image and identity of the area), **healthy soils** and **rural vitality**.
Declining trends until 1990

- **Reduction of bergamot area and production** as effect of different socio-economic and political drivers;
- Production severely jeopardised by viruses, as the effect of **intensive agronomic techniques** (excess of nitrogen and phosphorous with regard to optimal plants’ needs);
- **Ground-water pollution**, hampered the nutritional balance of plants with negative affects on the production;
- **Unsustainable irrigation methods**: ground-water sources (80-90% on the average) and water was delivered mostly through traditional methods at the farm level (over 69% of land was irrigated through surface irrigation and 30% through sprinkler irrigation).
The turning point

Shared values of a small group of bergamot farmers

Desire to escape from oligopolistic structure of bergamot value chain

Better market prices of essential oil

Direct relations between bergamot farmers and international buyers

Setting up ASSOBIOBERG consortium

Better farmers income

Social distinctiveness of organic farmers

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Trend of bergamot prices

Bergamot oil constant price (Euro)

(constant prices 2010)
Social and environmental benefits

ACTORS

• Setting up of the **UNIONBERG Producers’ Organisation**, which takes the place of the old State-driven bergamot consortium;
• Setting up of **ASSOBIÖBERG consortium**

RULES

• **Contractual arrangements** that **UNIONBERG** and **ASSOBIÖBERG** define every year with the main buyers, which define the rules in the of bergamot production

BENEFITS

• **Indirectly**: through price mechanism
• **Directly**: through the definition of specific agricultural practices
Risk of desertification
Bergamot farms adopt and maintain hedges, rows and dry stone walls more than non-bergamot farms and these components increase as the bergamot size increases.
Soil functionality

Protection of agricultural land

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Resilience to flooding
Traditional irrigation systems are more widespread in the smaller farms. The other methods allowing saving water techniques (micro-irrigation) are used when the farm size increases.

Water availability

Surface irrigation (flooding, furrows)  Drip irrigation

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Rural vitality

Processing industry, commercial firms and tourism: development of small and medium food industries and tourist activities related to bergamot

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## Key findings

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<th>Structural change</th>
<th>Sustainable production methods</th>
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<td><strong>Collective action</strong></td>
<td>The creation of the two consortia as key initiatives for the maintenance of bergamot cultivation in the area</td>
<td>Participation of farmers to organic schemes promoted by Assobioberg</td>
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<td><strong>Public support</strong></td>
<td>Regional law providing structural public support to renovate old bergamot plants</td>
<td>Targeted agro-environmental measure (RDP 2014-20), which deliver a payment of 740 €/ha use natural and non-chemical or mechanical control of the spontaneous vegetation in the bergamot area (7 years).</td>
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<td><strong>Market drivers</strong></td>
<td>Favorable contractual arrangements negotiated by Assobioberg (stable and even increasing prices for farmers)</td>
<td>International buyers acknowledge a differential (premium) price for organic products</td>
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Thank you for listening!
For more information, contact us!

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