Tour of the EU via PEGASUS

Delivering environmental and social benefits from agriculture and forestry in a changing policy context

Part 1

7 February 2018
Brussels

www.pegasus.ieep.eu

This project has received funding from the European Union’s Horizon 2020 research and innovation programme under grant agreement No 633814
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Support Association for Regional Traditional Orchards Cultivation (FÖG)

Simone Sterly based on work carried out with Kerstin Hülemeyer and Christoph Mathias

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Traditional Orchards – Drivers and Actors

Decline in quality and quantity of **traditional orchards** since the 1950s’

Environmental activist founds **FÖG** in 1989

**Environmental benefits:**
Landscape and cultural heritage, biodiversity

Cooperation partners

- **FALTER**
- **A·B·CERT**
- **Naturpark Neckartal-Odenwald**

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Traditional Orchards – future scenarios

3 Scenarios

The Legacy of the FÖG
- Transferring knowledge to others
- No organic certification for producers

The FÖG roof
- Regional clusters
- Different value chains in regions

The networked FÖG
- Engaging individuals, other actors
- Developing innovative products
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Outdoor grazing systems in dairy and cheese production &
Skylark foundation: association for sustainable arable farming

Nico Polman &
Judith Westerink
Wageningen Research

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Partial integration in value chain

- Cheese-making company introduces premium brand cheese for outdoor grazing
- Processors and producers coordinate action to acquire a higher premium for their product
- Supported by checking compliance, suitable branding and marketing:
  1. AN INDEPENDENT INSTANCE CHECKS THE HOURS OF GRAZING
  2. IF THE COWS ARE HAPPY, THE FARMER IS HAPPY.
  3. CARING EXTRA, DESERVES EXTRA

- Training to farmers to maintain and improve grazing

Pictures: illustration of branding from CONO website
Skylark: arable farmers for sustainability

- Peer-to-peer learning in regional groups of farmers, including farm visits to discuss best practices

- Tailor-made farm plans to address Skylark sustainability indicators

- Farmers pay to participate and meet 8 times a year: intrinsically motivated

- Involvement of food chain companies

Left picture: Skylark Foundation
This project has received funding from the European Union’s Horizon 2020 research and innovation programme under grant agreement No 633814
Organic grass-fed beef

Argo Peepson, Centre for Ecological Engineering
What is the initiative about?

- Private, farmers-initiated and led initiative
- Whole supply chain: production-processing-marketing of grass-fed organic beef
- Independence from mainstream processing and marketing system
- Added-value to the products, promotion of grass-fed beef & benefits
Environmental and social benefits

40+ farms
~12 000 ha grasslands (incl. 3000 ha semi-natural)
~6000 beef cattle

Photo credits: Arne Ader, WB Group, Tõnu Talvi, kodumaapildid.erm.ee

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Key points learnt

• Market-oriented private initiative + public support: more effective and more cost-efficient

• Consumer awareness, knowledge and willingness to pay a price premium: promotion, education

• Shift in thinking of farmers & policy: adding value + benefits
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Organic Farming in Mountain Region Murau, Austria

Thomas Dax, Thilo Nigmann and Gerhard Hovorka, Federal Institute for Less-Favoured and Mountainous Areas (BABF)

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Haymilk – a ‘model’ branding strategy

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[Image of various milk packaging with text in German and English, highlighting features like organic milk and sustainability claims.]
Key findings – crucial prerequisites

- “regional” initiative
- quality standards locally approved
- private and public incentives
- value-chain organisation
- interlinkages of ESBOS realised
- ESBOS appreciated*

* linked to specific land management system and agricultural structures
Demand, provision and appreciation of environmental and social benefits

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Birds and amphibians support on wet meadows in Czech Republic

Jaroslav Pražan
Institute of Agricultural Economics and Information
Key dilemma in case study

- Limited demand for grass, management CAP driven.
- NGO initiative
- Costs of renewal
- Cooperation capacity is low
Solutions and outcomes

- High effort to start cooperation
- Agreements on water and grassland management
- Public support for site renewal, public visits of the site
- Biodiversity increased substantially
- Still difficult to involve farmers
Thank you for listening!

For more information, contact us!

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