

Farmers motivation and drivers

Sverige, maj 2011
Irene Wiborg

Background and further developments - the process to "turn the ship"

<http://video.google.com/videoplay?docid=2558353157451992210#>

This is hopefully not what's going to happen to farmers around the Baltic Sea!

Our process are hopefully going to be more successful:

- Agwaplan – consultancy generated
- Aquarius – cooperative process among stakeholders
- BALTIC Deal – farmers generated

New improved ways of farming is needed

Agenda

1. The common foundation for cooperation
2. At farm level
3. At catchment level
4. How to create the win-win solutions?

The common foundation for cooperation between farmers and environmental authorities:

- All can gain from cooperation. Far along it's a win-win situation and the efforts can benefit agriculture as well as the environment
- "What is lost to the water environment is won for the plant production" - meaning that if the farmers can hold on to the nitrogen with for instance catch crops

Production and environmental advice at farm level (AGWAPLAN)



Concept for
Integrated Advising
on farm level

GAP (Good
Agricultural
Practice-
manual)

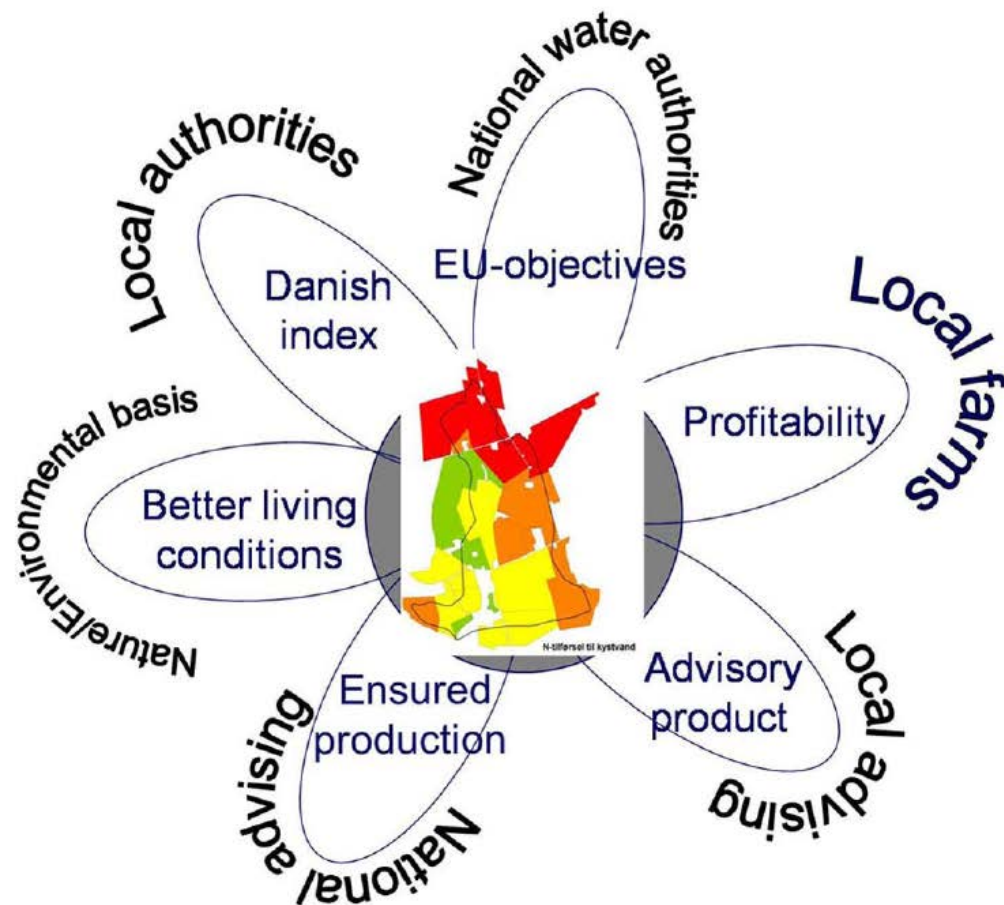
DIS (Data
Information
System)



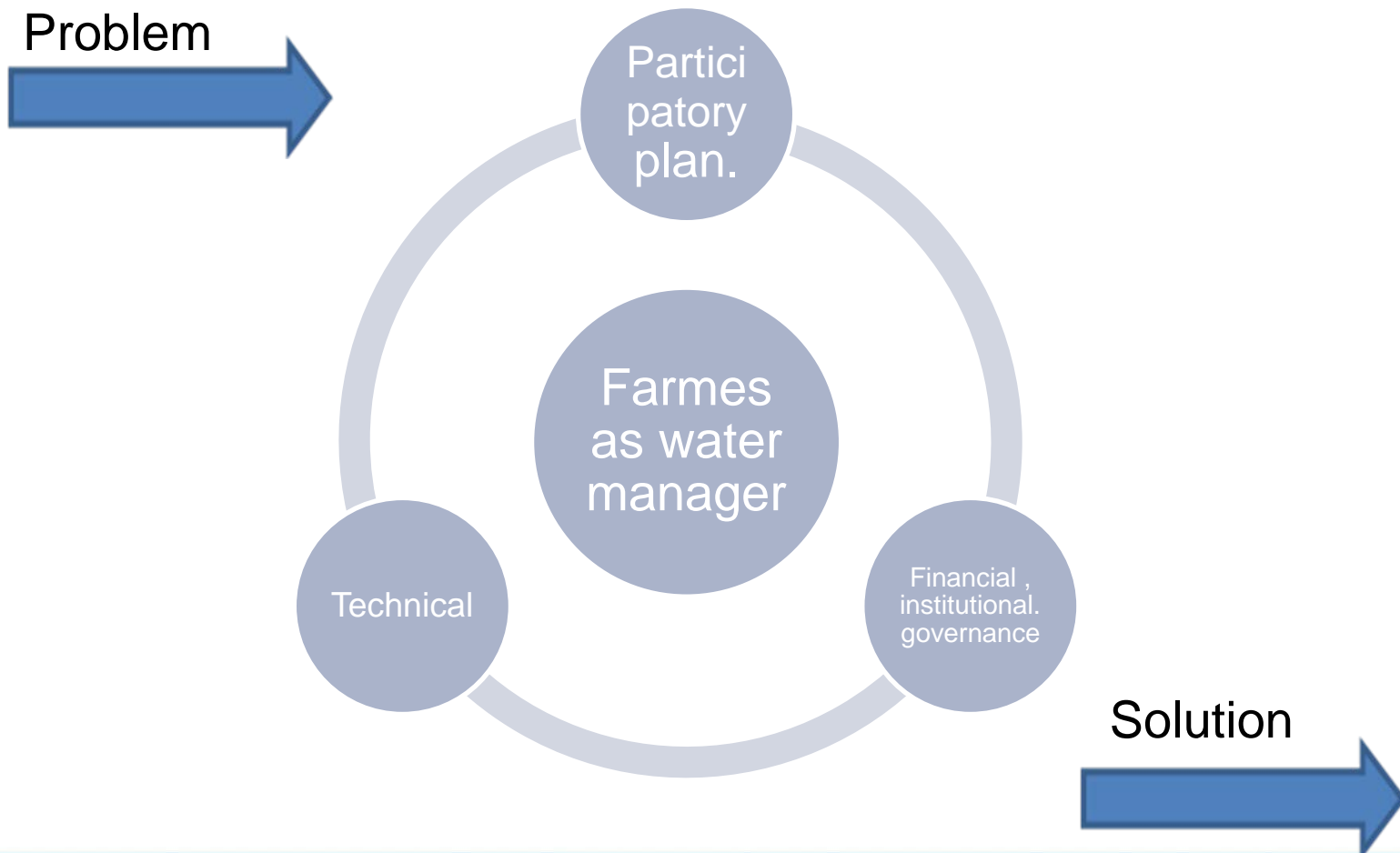
How can we achieve good status with success for society and farmers?

- The farmers need to understand the issue and the problems
- Involve the farmers from day 1 and through the whole process
- Use a holistic process where production, water, (nature, air and soil) are dealt with at the same time
- Only one way ahead - co-operation

Stakeholder collaboration in catchments



How to find the win-win solutions?



Let the farmers start to make a Baltic Deal !

