



# STRATEGY

## **EISA PROFILE AND CORE VALUES**

**EISA (European Initiative for Sustainable Development in Agriculture) is an alliance of national agricultural associations which – on the basis of good agricultural practice – promote the holistic concept of Integrated Farming as guideline for sustainable development of agriculture in the EU.**

**EISA and their members are convinced that for sustainable agriculture Integrated Farming is the most appropriate system to implement sustainability principles at farm level.**

## **EISA VISION AND MISSION**

**Creating a united voice for sustainable agriculture and enabling its practical implementation on the ground.**

To inform and convince politicians, administrations and all groups of stakeholders in the food chain in the EU that

- Integrated Farming (IF) is the most practical and efficient way to achieve sustainable development in agriculture,
- Integrated Farming is based on and shaped to the needs of farmers, i.e. practical agriculture in Europe,
- EISA is the united voice / reference institution for the promotion and development of IF as highly productive and sustainable agriculture, and a leading body for the promotion of sustainable agriculture in the EU.

To inform and convince consumers and relevant groups of stakeholders in the agricultural transformation and distribution / trade chain to be ready to pay an adequately higher price for IF produce for quality of production and produce as well as its recognized contribution to environmental and social responsibility.

To explain and lead politicians to be ready to understand the holistic concept of IF and hence accompany agriculture with a legal framework taking account of the practical need to act specific to site and situation, and with a tool box big enough to make responsible decisions also with regard to resource efficiency.

## STRATEGIC OBJECTIVES

1. To deliver the Integrated Farming Framework as EU-wide accepted and applicable definition and characterisation of IF, to be used as guideline, tool and/or reference model for practical implementation of policies and their development.
2. To establish the EISA Framework as the European farming guideline for sustainable agriculture. This guideline can be used to develop a European and/or national sustainable agriculture quality label(s).
3. To communicate global issues such as climate change, biodiversity, resource efficiency, etc. and demonstrate how IF can offer sustainable solutions.
4. To establish EISA as an effective and efficient EU-wide network for the promotion, continuous development and practice of IF, consisting of:
  - numerous integrated farmers and farm holdings, acting as spokespersons and testimonials,
  - an EU-wide range of national associations for the promotion and continuous development of IF,
  - a wide range of associate members from agriculture and the food chain similarly for the promotion and continuous development of IF,
  - a large number of national and EU stakeholders which support IF and contribute actively to its continuous development.
5. To create understanding of politicians, administrations and stakeholders at EU and Member States' levels for the holistic approach of IF and to help EU legislators to follow a holistic approach and hence achieve coherence between different EU policies, action plans and pieces of legislation and to facilitate the implementation of policy.
6. To raise media awareness of Integrated Farming and its contribution to society and the environment.
7. To establish EISA as the main partner for EU Institutions in all matters of sustainable development in agriculture and related policies who has continuous access to and is a recognised stakeholder requested at EU workshops, conferences, hearings, etc.
8. To integrate elements of the EISA Framework further into EU and Member States' programmes, which shall financially reward IF practices.

Hildesheim, 3 September 2008