

## PRESS RELEASE



Brussels, 8 October 2013

### **EISA participates in transatlantic dialogue on sustainable agriculture**

**In preparation of the 2014 Camden Conference, Maine, USA, EISA President Patrick Wrixon participates in the “Linking farming and environment” panel discussion in Maine on 12 October / EISA participation in the launch event of the US sustainability initiative “This is how we grow” at ANUGA food fair in Cologne, Germany, on 6 October**

**EISA (Brussels):** *“Sustainability is on the tip of everyone’s tongue these days. It is not just a buzzword. Sustainability is fast becoming a business requirement, especially in the food sector”* reads the invitation to the “This is how we grow” event at the world’s leading food fair ANUGA in Cologne on 6 October. During this launch event, Dave White, former chief of the U.S. Department of Agriculture’s National Resources Conservation services *“explained the foundation and development of U.S. conservation programs and other systems that are the basis for U.S. agricultural sustainability practices.”* In the subsequent Q+A session, parallels as well as differences to the EISA Integrated Farming approach became quite obvious. Whereas the American sustainability initiative has its origin in conservation programs and initiatives and focuses on individual products and branches such as soybeans, rice, poultry and eggs, hardwood forestry or seafood at present, the EISA approach looks at the whole farming business including interdependencies between different crops or segments such as livestock and arable as well as environmental and social elements. The American colleagues expressed their expectations, however, towards similar holistic approaches – in the agricultural sector of the U.S. – in the years to come.

During his interventions on 12 October at a panel discussion in Camden, Maine, on “Common experiences in Europe and Maine”, EISA President Patrick Wrixon will focus on the European approach to sustainable agriculture. Being particularly committed to soil fertility, enhancement of biodiversity, animal welfare, and high quality food grown with environmental care and which engages local communities, Patrick Wrixon will explain the holistic approach of Integrated Farming and the particular opportunities arising from this whole-farm approach in terms of environmental protection, societal acceptance and economic advantages for the

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farmer. He will equally address the need to enhance productivity and secure involvement of all stakeholders in this process.

Running a mixed sheep and arable farm in Hereford in the United Kingdom and as a graduate in agriculture from Nottingham University, Patrick Wrixon invests considerable time and energy on his 500 acre farm to enhance wildlife, to improve efficiency and increase production and use of renewable resources. He is convinced that sharing experiences and knowledge in this transatlantic dialogue will offer clear benefits to both sides.

### **About EISA:**

The European Initiative for Sustainable Development in Agriculture (EISA), founded in 2001, is an association of national organisations from six EU Member States: FARRE (Forum des Agriculteurs Responsables Respectueux de l'Environnement, France), FILL (Fördergemeinschaft Integrierte Landbewirtschaftung, Luxemburg), FNL (Fördergemeinschaft Nachhaltige Landwirtschaft, Germany), LEAF (Linking Environment And Farming, United Kingdom), ÖAIP (Österreichische Arbeitsgemeinschaft für Integrierten Pflanzenschutz, Austria) and OiB (Odling i Balans, Sweden). Seven associations of the up- and downstream-sectors of agriculture have joined EISA as associate members. EISA and its members promote Integrated Farming on a European level.

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