



EISA

Annual Report

2013



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www.sustainable-agriculture.org

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Preface

The ***European Initiative for Sustainable Development in Agriculture (EISA)*** was founded with the common aim of developing and promoting Integrated Farming throughout Europe. Integrated Farming is a sustainable system, which helps farmers improve the way they farm for the profitability of their business, the benefit of the environment, and social responsibility, including all important aspects of sustainable development. A detailed description and characterisation of Integrated Farming is available on the EISA website www.sustainable-agriculture.org.

EISA's members are national organisations from France, Germany, Luxemburg, Sweden and the UK as full members and seven organisations from the agricultural supply chain as associate members. As an organisation EISA works closely with the EU Institutions and other stakeholders to contribute to the development of agricultural and environmental policies in the EU.

EISA members help create a better public understanding of agriculture through a network of demonstration farms and various other communication and demonstration activities. They bring farmers and consumers together to raise awareness of how farmers are working in harmony with nature to produce good, safe food and renewable resources with economic, environmental and social care.

The EISA Annual Report 2013 is based on country reports of national EISA members and presents an overview on their activities as well as key activities of EISA on the European level. Many of these activities belong to long-lasting projects and may thus be performed year after year or even several times per year.

If you are interested in receiving further information or in getting involved on the national or the European level, you are more than welcome to enquire at the national EISA members or at EISA Brussels for details.

Patrick Wrixon
EISA President

Forum des Agriculteurs Responsables Respectueux de l'Environnement – 2013



FARRE, the Forum des Agriculteurs Responsables Respectueux de l'Environnement (Association for responsible and environment-friendly farming) was founded in 1993 with the aim to develop sustainable farming practices throughout French agriculture and to further promote the dialogue between farmers and consumers. FARRE works with a national network of open farms and, as a “forum”, organises regular events with various stakeholders from the agricultural and environmental sectors.

In 2013, key projects / activities of FARRE included:

- **FARRE annual symposium:** In January 2013, scientists, farmers, representatives of industry and journalists gathered in Paris to discuss “Science, ally or enemy of agriculture?”
- **International Agricultural Show** in Paris (700 000 visitors): FARRE farmers demonstrated their practices and tools for sustainable farming on a 1000 sq. meter-farm.
- **20th birthday of FARRE:** A new name, a new logo, and a new charter for farmers were launched, focusing on the contribution of farming to sustainable development.
- **New communication tools: “L’Atelier” & YouTube channel “Asso Farre”:** In order to strengthen the communication and provide links between farmers and consumers, “L’Atelier-Farre” provides videos (portraits of farmers and technical information on farming / environment) as a new means of communication.
- **IPM network:** Throughout 2013, on-farm videos were shot and edited, focusing on integrated pest management methods in 3 farming systems (arable, viticulture and arboriculture), to be broadcast online and for FARRE’s 2014 symposium on IPM, in the context of the EU directive on the sustainable use of pesticides.
- **BiodiversID program:** This national program on biodiversity in which some FARRE farmers are involved, includes a double network (experimentation and development) and has produced individual indicators, tools for diagnoses and action plans.
- **Good sowing practices:** Launch of a new working group including FARRE farmers, scientists, and industry-representatives from the plant protection and the agro-equipment sectors to improve sowing practices, with a series of protocols launched in 2013.
- **FARRE-UNIFA symposium “Nitrogen fertilization: How to reconcile performance and sustainability?”:** Two roundtables on food security and sustainable soil fertility were organised for agricultural and political stakeholders.





Förderverein Integrierte Landbewirtschaftung Luxembourg – 2013

FILL (Association for the Promotion of Integrated Farming Luxembourg) was founded in 1993 with the aim to promote sustainable agriculture and Integrated Farming practices in the Luxembourgish agriculture through an efficient knowledge transfer from research to practice. FILL stimulates an active dialogue between farmers and consumers in order to communicate the holistic approach of Integrated Farming.

In 2013, key projects / activities of FILL included:

- **Advising Project „Opti-Gras” about the economic and ecologic benefits of pasture and grass:** collaboration between FILL and the Luxembourgish farm consulting and animal breeding company CONVIS; knowledge and information pool to advise farmers about the economic and ecologic benefits of grass management; co-financed by the Luxembourgish government; project period: 2010-2015.
- **Research Project “AutoGrassMilk”:** FILL was co-opted as an observer member of the Consortium of the European project “AutoGrassMilk”. The objective of the project is to develop and implement improved sustainable farming systems that integrate the grazing of dairy cows with automatic milking systems, which are appropriate to the different approaches to dairy farming to be found in the different regions in Europe. FILL will candidate for a full membership of the Consortium.
- **Advising Project “Strategy for a sustainable soil protection”:** Finalisation of a design of a new consulting project for farmers in relation with soil and water protection on basis of soil analyses: the project “Strategy for a sustainable soil protection” is based on practical advising, in collaboration with the Luxembourg Chamber of Agriculture; the project shall be launched in 2014 as soon as the co-financing of the project has been agreed by the Ministry of Agriculture.
- **Information Project “EventFarm mobile” (“ErlebnisBauernhof mobil”), 5th – 7th July:** FILL organized an exhibition about Integrated Farming on the fairground of the FAE in Ettelbrück together with the German FNL and the Foire Agricole Ettelbrück (FAE). The aim was to improve information and dialogue on sustainable agriculture as well as to raise awareness for agriculture among the consumers.
- Participation in the **International Pasture Days** in Battice, Belgium, in August.
- Public General Assembly of FILL on April 9th on the European „**Dairyman-Project**” considering **optimisation opportunities for resource efficiency in dairy farms.**
- **Integrated Farming – a sustainable strategy for the future:** During the year 2013, FILL had an active and constructive dialogue with the Luxembourg Minister of Agriculture about the future CAP (post 2013) and the Rural Development Policy 2014-2020 by suggesting some courses of action based on the strategy of IF.



Fördergemeinschaft Nachhaltige Landwirtschaft – 2013

Fördergemeinschaft Nachhaltige Landwirtschaft e.V. (FNL, Association for the Promotion of Sustainable Agriculture) was founded as Fördergemeinschaft Integrierter Pflanzenbau e. V. (FIP) in 1986 with the aim to develop and promote Integrated Crop Management in Germany. With the merger of FIP and AGF (Aktionsgemeinschaft Deutsches Fleisch as organisation of the livestock sector) in 2000, the focus changed to Integrated Farming (IF) as holistic approach to agriculture.

In 2013, key projects / activities of FNL included:

- **“EventFarm”**: Annual “ErlebnisBauernhof” in Fair Hall 3.2 at International Green Week in Berlin as platform for dialogue with consumers, media and politicians.
- **“EventFarm mobile”** (“ErlebnisBauernhof mobil”) is an exhibition which toured cities / locations / fairs in 2013 (Frankfurt, Goslar) to enhance information and dialogue on sustainable agriculture; participation in Foire Agricole Ettelbrueck (Luxembourg).
- **“LandRäte”**: The network of FNL “RuralAmbassadors” is a group of farmers who speak out on particular events and act as ambassadors of modern agriculture / Integrated Farming. State prime minister Bouffier visited the dairy farm of a member.
- **“FNL Advisory Council”**: In the Advisory Council, high-ranking representatives of authorities, universities, agriculture and others act as FNL think tank with particular focus on issues which are seen and discussed critically by society. Two meetings and one workshop were held on the communication on critical areas in agricultural practice.
- **Initiative “Innovation & Naturhaushalt”**: Innovation & Natural Environment is an initiative within FNL dedicated to enhancing biodiversity in agricultural landscapes in general and living conditions for pollinators in particular. One focal point of interest in 2013 was the evaluation of so-called “Eh da-Flächen”, i.e. unused areas in the cultural landscape such as roadsides etc. for nature conservation purposes. One show case was held with media participation; at present, evaluation is extended to two further federal states of Germany.
- **“Schweine Mobil”**: Launched in 2013, the “pigs mobile” is a mobile exhibition on modern pig keeping. The exhibit was on display during numerous (28) open farm days and other agricultural events all over Germany throughout the year 2013.
- **“Linie W”** (Mit Werten zur Wurst) addresses issues of responsible animal husbandry and the production / processing of meat. With this new project, dialogue between producers and consumers on animal husbandry will be intensified.
- **“Political talks”**: FNL activities include regular conferences and sustainability events (Berliner Gespräch, Nachhaltigkeitsforum) and intensive communication via press releases and modern media.



Linking Environment And Farming – 2013

Linking Environment And Farming (LEAF) was founded in 1991. It is the leading organisation delivering more sustainable food and farming. LEAF works with farmers, the food industry, scientists and consumers to inspire and enable sustainable farming that is prosperous, enriches the environment and engages local communities.

In 2013, key projects / activities of LEAF included:

LEAF Marque: LEAF Marque celebrated its 10th anniversary in 2013. During this time, it has grown to become one of the leading assurance systems recognising more sustainably farmed products. It now operates in some 39 countries across the globe.

Open Farm Sunday: LEAF has been running Open Farm Sunday for eight years and it is firmly established within the UK farming calendar as the industry's annual open day. This year's Open Farm Sunday broke all the records with a massive 200,000 visitors to some 365 farms across the UK, discovering how their food is produced and the countryside cared for.

ISEAL Alliance: A considerable accomplishment for LEAF in 2013 was our acceptance as an associate member of the ISEAL alliance – the global membership association for sustainability standards. Achieving ISEAL membership will help us to demonstrate our transparency and credibility.

Simply Sustainable Water: We continue to develop practical tools to help farmers adopt Integrated Farm Management and were delighted to launch 'Simply Sustainable Water', a practical guidebook for farmers setting out Six Simple Steps to better water management.

LEAF Demonstration Farms: We strengthened our network of LEAF Demonstration Farms and welcomed our newest farm – Elveden Farms in Norfolk. We also delivered a number of technical events looking at particular aspects of Integrated Farm Management including soil management, biobeds and precision farming. We supported these events with technical videos, helping farmers see best practice in action.

'LEAF – Driving Sustainability': We started to measure the impact of our activities. Our report – 'LEAF – Driving Sustainability' laid the foundations for developing more robust systems to show our progress towards delivering sustainable farming.

LEAF President's Event: Over a hundred and fifty delegates from across the food and farming sector attended our annual President's Event exploring the economics of sustainable farming.

Let Nature Feed Your Senses: For over four years, Let Nature Feed Your Senses has been delivering farm visits for everyone – regardless of age, social background or ability. Since the project began, it has hosted visits for some 14,100 people. Project funding closed in 2013 but the legacy of the project will continue.



Farming in Balance – 2013

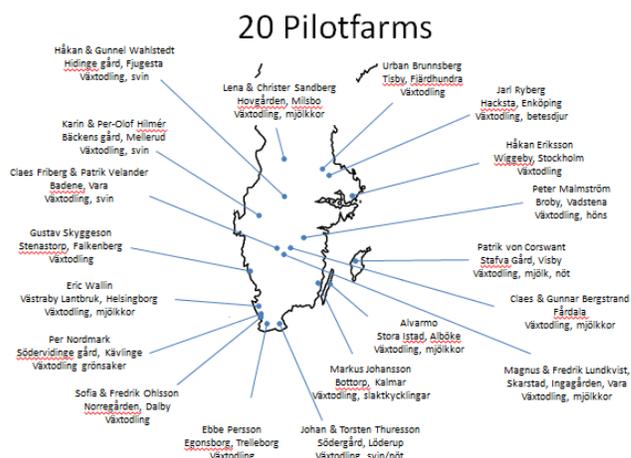
Farming in Balance (Odling I Balans, OiB, Sweden) started about 20 years ago with the objective to promote a sustainable and economical viable agricultural production. OiB cooperates with a network of up to 20 farmers, and intensively uses their views and practical experiences. Much of the work is done in close collaboration with agricultural scientists.

In 2013, key projects / activities of OiB included:

- **Winter wheat to new heights:** The purpose of this project is to identify knowledge gaps and possible reasons for stagnating wheat yields and to prioritise the issues required to increase crop yields.
- **Demo-farms:** Suitable measures to increase energy efficiency are shown on the project farms. Some of the farmers also demonstrate the production of bio-energy such as biogas, wind-power, solid fuels, solar energy etc.
- **IPM:** The objective is to develop a practical tool to fulfil / implement the EU directive on Sustainable Use throughout Swedish agriculture.
- **Baltic Deal:** This project aims at enhancing the exchange of knowledge on sustainable agri-environmental practices in the region of the Baltic Sea. As part of the project, a network for farmers and advisory services is established to exchange knowledge about good practices and learn from each other.

Baltic Deal includes study trips for farmers and advisors both within the country and to other countries in the Baltic Sea region.

- **Identification and testing of production indicators** that are important to show the impact on climate emissions and farmer's economy.
- **Development of a new Farming in Balance model** with the objective to calculate environmental impacts and production on the pilot farms.
- **Scientific Council for Farming in Balance** with the objective to guide and identify new issues for the work of Farming in Balance.



European Initiative for Sustainable Development in Agriculture



The European Initiative for Sustainable Development in Agriculture (EISA), founded in 2001, is an association of national organisations from currently five EU Member States: FARRE (Forum des Agriculteurs Responsables Respectueux de l'Environnement, France), FILL (Förderverein Integrierte Landwirtschaft, Luxemburg), FNL (Fördergemeinschaft Nachhaltige Landwirtschaft, Germany), LEAF (Linking Environment And Farming, United Kingdom), 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.

In 2013, key projects / activities of EISA included:

- **Intensive dialogue** and various contributions such as position papers, meetings with Commission officials and interventions at conferences in the context of the CAP reform.
- **EISA Farm Visit:** During the information exchange in Belgium on the Peeters family farm and research station of Bayer CropScience in Huldenberg on Hof ten Bosch, and on the Van Der Velpen's fruit farm in Bierbeek, productive, efficient and environmentally-sound practices were demonstrated and discussed.
- **The EISA Flyer** "Integrated Farming for Sustainable Development in EU Agriculture – THE WAY FORWARD" was revised and printed as brief information about EISA, EISA activities and EISA members.
- **EISA Website:** Following intensive discussion, the EISA website was revised and made more informative and attractive. Press releases and publications of EISA members are now included and posted on a regular basis. The new site features an event calendar, a "latest news-line" and all EISA publications for download. Uploads can now be handled by EISA staff without involving the webmaster.
- **Press releases:** New publications, EISA events and EISA participation in events of third parties were presented in seven press releases in 2013. These press releases were distributed via e-mail and also uploaded on the EISA website. Following the press releases,
- **Three articles** about / from EISA were published in European magazines.
- **EISA single page documents on issues related to Integrated Farming:** In 2013, a series of single page documents was developed and edited as brochure with substantial support from Fertilizers Europe. Following the editorial work, Fertilizers Europe also financed layout and printing of 1,000 copies.

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