

## The Farre IPM Toolbox rewarded

As part of 7th Farmers Victories, a competition organised by Syrpa, (French agri-communicants network), the [www.boitagri.com](http://www.boitagri.com) website, also called "IPM Toolbox", was distinguished in the "Sharing & New ideas" category. After being selected by a jury of experts chaired by Erik Orsenna, member of Académie Française, farmers finally voted for the [www.boitagri.com](http://www.boitagri.com) website as winning project “in favor of dynamic and efficient agriculture, respectful of environment and farmer’s quality of life”.

The award ceremony took place at the Open Agrifood event, the international forum for agriculture and food, on November 16<sup>th</sup> 2016 in Orléans.”This prize rewards two years of work by the association Farre that has been performed to promote the different levers of integrated crop protection”, said Luc Smessaert, Farre’s President, at the award ceremony. The website is the result of a collaborative effort with the Farre farmers who shared their experiences on Integrated Farming. All the value of the website rests on the farmer’s video testimonials. New topics will progressively be integrated in the website: biodiversity management and waste management are just two examples. The website is also recognised by the Ministry of Agriculture as one of the tools of the agro-ecological approach.



The 7<sup>th</sup> Farmers Victories award ceremony



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