

Farming with future, a road to change

About stakeholders, farmers and research

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Farming with future 2004-2010

- National pilot farm project focused on increasing the adoption of IPM in practice
- 2004-2007: 34 regional networks with 400 participating farmers and the related stakeholders
 - All sectors
- 2008-2010: varying cooperation's with farmers and stakeholders
 - Focus on stakeholder involvement
- Budget 2000 keuro per year
- Financed by government
- A project of Wageningen UR and DLV (advisors)
 - >25 people involved
- Driver : government policy on IPM



Sustainable Crop Protection Plan 2001

- Optimizing compliance and synergy between Dutch and EU approval procedures/criteria and environmental policies.
- *Stimulating innovation and specifically adoption of IPM in practice (research/communication, role for every partner in the covenant).*
- Stimulating sustainable production chains, products and consumer choices.
- “Covenant Sustainable Crop Protection” (2003).



Stakeholders and interests I

- Farmers (union)
- Contactors
- Producers of pesticides
- Traders
- Water boards,
- drinking water companies
- Government
- Retailers
- Sourcers
- NGO's



Stakeholders and interest

■ Interests

- Minimise costs: Low cost strategies
- Sustain quality and quantity; robust production
- Certifying (sustainable) production standards: market and sourcers driven
- Safeguarding water quality
- Minimising impact public health, biodiversity etc.
- Maintain availability of pesticides
- Stimulating new more sust. practices



Major stakeholders	Interests
Water boards and drink water companies	<ul style="list-style-type: none"> • Safeguarding water quality: clean surface water, no contamination with pesticides above well-defined thresholds.
Farmers organizations	<ul style="list-style-type: none"> • Minimize costs: Low cost strategies: Economic interests of their members. • Limit restrictions for the farmers as entrepreneur. • Maintain availability of a broad package of crop protection chemicals. • Sustain quality and quantity of production; robust production. • Corporate social responsibility. • Complying with increasing market demands for more sustainable produce.
Pesticide traders	<ul style="list-style-type: none"> • Maintain availability of a broad package of crop protection chemicals. Solutions for their customers.
Pesticide manufacturers	<ul style="list-style-type: none"> • Maintain market position: careful use of their products, good product stewardship avoiding problems with ecology, environment and human health prolongs their longevity. • Corporate social responsibility.
Governments	<ul style="list-style-type: none"> • Minimize impact pesticide use on public health, biodiversity etc. • Stimulate IPM.
Markets	<ul style="list-style-type: none"> • Certify (sustainable) production/cropping standards: market driven, upgrade performance of farms. • Reduce public/consumers concern risks.
NGO's	<ul style="list-style-type: none"> • Reduce use and impact of pesticides.



The challenge - Two critical succes factors

- Knowledge development: better focus on the context of the users
 - Selection and priorities
 - Road testing (on farm – development)
- Involvement of all relevant stakeholders in the agricultural network/web
 - In knowledge chain from
 - Selection/prioritization and involvement in road testing to active communication and pushing on implementation



Major objectives FwF 2008-2010

1. New relevant knowledge
 - On-farm testing and developing Good practices with farmers and stakeholders
2. Realising impact
 - Increasing the use of these new methods in agricultural practices
 - Knowledge dissemination together with, traders, suppliers, advisory organisations etc, all relevant stakeholders
 - Working on specific problems, as for instance water quality
3. Increasing responsibility stakeholders for sustainability in their actions



Methodology

- Participatory agenda on knowledge development
- Road test : testing and developing methods

- Stakeholder involvement
- Stakeholder management



Agenda -setting

Identify together with farmers union, advisors & other stakeholders

- What to make ready for use, priorities in interface
- Good techniques with low adoption rate
- promising new techniques and methods
 - that contribute to the challenges
 - that are/can be linked to the interest of the stakeholders
- After prioritization is this the agenda for the road test!



Road test

- Involve
 - Farmers, Advisors, Researchers, Stakeholders
 - Mix of expertise and experience
- Focus on how to make it work : “effective and feasible”
- Testing on (experimental) farms
 - Users manual writes itself

- Introduction in practice
 - has already started
 - exposure/demonstration and involvement stakeholders and advisors



Examples from arable farming

- Nematode – control
 - Farm nematode control plan, including choice of green manures
- Weed control, herbicide choice, GPS mechanical weed control
- *Warm water treatment - disinfection plant material onions*
- Decision support systems:
 - Phythophthora
 - *Fusarium winterwheat*
 - *Sugar beet leaf diseases*
 - *Alternaria carrot*
 - Thrips in onion (warning system)
 - Rizoctonia potato



continued

- Aphids in cereals and potatoes (thresholds)
- *Agriotes larvae by detecting and controlling agriotes*
- Low cost strategy disease control winterwheat
- Use and dosage pesticides
 - *Dosage dependent on biomass (sensing technology) leaf defoliation potato*
 - Using weather data and predictions as advice for timing of spraying dependent on mode of action
- Emission reduction
 - Spraying technique,
 - Point emission, losses on and around the farmyard, emission checklist

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Stakeholders and change

- Stakeholders have the potential to realise change by
 - The use of their professional skills and resources
 - By actively promoting/supporting and following up on the change
 - Changing the rules: the institutional context (network)
- They are the partners for the new challenges
- If there is something at stake for them



Stakeholders / network

- Stakeholders are influential on the attitude and behaviour of farmers
 - Directly: farm visiting advisers, traders, suppliers
 - Indirectly: context and interaction: other stakeholders



Stakeholders and Communication

- Stakeholders crucial as communicators
 - Have many contacts, networks, and opportunities
 - Their communication puts new knowledge in a business perspective
- Communication more effective when stakeholder addresses
 - Interests –what is at stake – urgency – necessity
 - Direction –vision – strategy
 - New approaches and methods
 - Successes
- Stakeholders have to be informed, and committed to contribute to the communication



Stakeholder involvement – is a process

- Requires active management
- Get them involved in:
 - Knowledge development
 - Invite expression of interest/questions/challenges
- Let them contribute/cooperate
 - In R&D projects
 - In Road testing technology
- Challenge them to
 - an active role in communication
 - support the change and follow up on it



Stakeholder enrollment

- Stakeholdermanagement is a methodological approach to:
- GET STAKEHOLDERS INVOLVED AND MORE...
 - “map” stakeholder interests
 - Engage them in common challenges
 - To built coalitions
 - To confront resistance
 - To adress the responsibility to make a choice
 - To get them involved and engaged in the process

 - To get them Enrolled.....



Stakeholder enrollment

Stakeholder enrolment is the name for the process in which the stakeholders become more and more problem owners of the change process.

Sustainable crop protection

An enrolled stakeholder has a positive attitude towards the change, sees a role for his organisation and works hard to find feasible ways to contribute to the change by his actions and influences others in his network to also become involved.

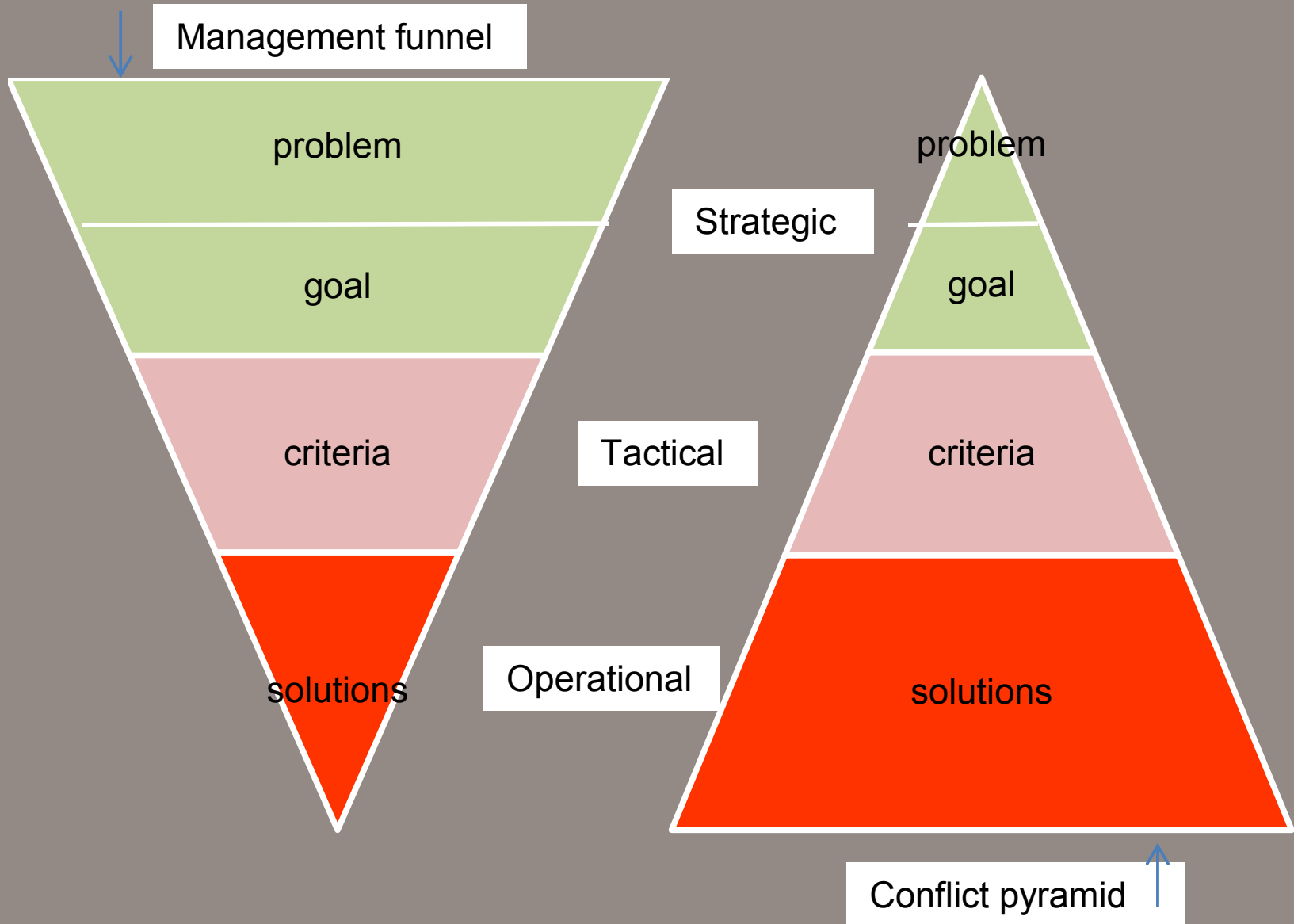


Key moments / shifts

- From pilot farms to study clubs to farming community
 - Widening the circle of involved parties
 - Third phase most intensive
 - Addressing chances and responsibilities
 - How can you contribute

- I want you to be careful with my stuff





Roles

- I was the project leader – innovation manager
 - With core team designing actions next proces step
- Duos' in each region sector of researcher and adviser
- Liaised with academis and other domains to learn new approaches
 - Reflexive proces monitoring Wageningen U,
 - Stakeholdermanagement (Berenschot)
 - Training courses
- Transparency – stakeholders in steering group, - mirror



skills

- Stakeholdermanager
 - Hard on content soft on relation
 - Personal commitment
 - Listening
 - Keeping your eye on the ball



Co-innovation?

- Yes
- Mix from expertise adviser researcher supplier etc.
- Working with the interest of different parties
- Not with other domains



Lessons learned

- Knowledge development: better focus on the context of the users
 - Selection and priorities
 - Excellent new science and technology
 - Road testing (on farm – development)
 - Tested with farmers and stakeholders
 - Feasible and effective
 - Basis for dissemination
 - Requires participatory approaches, networks, advisory services, research, farmers



Lessons learned

- Involvement of all relevant stakeholders in the agricultural network/web
 - In knowledge chain from
 - Selection/prioritization and involvement in road testing to active communication and pushing on implementation
 - Requires active management
- Without the active involvement of the stakeholders in crop protection the intended sustainability in crop protection will not be realized. Only when stakeholders develop and gain a perspective on sustainability which relies on their own individual responsibility, stakeholders can be mobilized to contribute to the intended change. Stakeholder management aims to do just this



NL experience Farming with future

- Focal point and transfer point of new knowledge ICP
 - 100 tested methods, 80 good practices
 - Documented, communicated in many ways
- Invested in dialogue stakeholders (more than 200 contacts)
 - More than 100 resulting in regular contact and common activities
 - Regional, local, national
- Communication
 - Hundreds of activities, reaching thousands of farmers



Experiences 2

- Change in behaviour and attitude of stakeholders
 - More open dialogue, more coalitions, more actions
 - Stakeholder enrollment takes time
- Impact
 - Increasing application of Good practices
 - Less problems in the area's with water – coalitions



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- Thank you for your attention

