

Argument A 4	<h1>SERVICES TO FARMERS</h1>
	<h2>Social</h2>

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WHAT IS	<p>To maintain profitability and run a sustainable farm under an IPM regime requires a high level of professional knowledge from farmers. Some farmers are able to adapt to this kind of challenge with few problems, while others benefit from competent sparring with professionals.</p> <p>Advisers need to develop services for this latter group of farmers. These services should of course follow the general IPM principles: prevention, monitoring, decision making, non-chemical methods, target-specific selection and use of pesticides, non-resistance strategies and records of practice.</p>
WHY	<p>Changing farming systems towards IPM requires specialised knowledge but in most cases the adoption of innovative technologies by farmers is rather slow. Obtaining some tools from advisers ensures that it is possible to run a sustainable and profitable farm. Training, and especially season-long training, is one of the best services to set up with farmers.</p>
HOW	<p>In order to meet the demands of IPM farmers, the organisation (whether it be an advisory service, extension service, cooperative or similar) has to develop a wide range of services. The services may be composed of:</p> <ul style="list-style-type: none"> ▶ <u>Information</u> (modern media and communication systems): about specific or general methods. ▶ <u>In-field advice</u>: Profit is not made at a desk or in the training room, so make sure that the services developed are able to support farmers during the growing season, either as personal advice and/or as season-specific information material. ▶ <u>Training</u>: About general IPM principles or crop-specific problems. The ENDURE IPM training guide is built to provide arguments, methodologies and tools to be used in a training session or training course (see guide sheets). The modules developed by ENDURE (see contents sheets) are some concrete examples on how IPM has been implemented in various crops, countries etc., these may either be used as they are or adapted to the local context. ▶ <u>Tools</u>: several tools (see tools sheets) have been developed to support farmers achieve a better implementation of IPM practices (e.g. ENDURE Information Centre, EuroWheat, EuroBlight).

	<p>Finally, remember that farmers have to be able to see the added value of using money on professional advice.</p>
<p>SOURCES</p>	<p>More relevant information can be found in the following documents:</p> <p>ENDURE's definition of IPM http://www.endure-network.eu/about_crop_protection/endure_s_definition_of_ipm</p> <p>Development of guidance Document for establishing IPM principles (BiPRO, JKI) http://www.endure-network.eu/about_crop_protection/european_documents</p> <p>Report on the BiPRO study submitted by ENDURE network of experts for DG environment http://www.endure-network.eu/about_crop_protection/endure_position_papers</p> <p>Integrated plant protection in the context of a sustainable agriculture IOBC/wprs Bull. 21 (1) 1998: http://www.iobc-wprs.org/ip_ipm/01_IOBC_Principles_and_Tech_Guidelines_2004.pdf</p>