Argument A1	Economic viability
	Economy

Date (12/08/2010)

WHAT IS	Farmers are often keen to talk about rationalising their practices and about their economic expectations. Their first rationale to reduce the use of pesticides is usually to save on costs. Consequently, incentives and regulations and/or strong environmental motivation are necessary to ensure continued use of IPM, especially when crop prices rise and returns on yield are higher.
WHY	Expected yield losses, costs of current/advanced/innovative strategies and the ability of current/advanced/innovative strategies to reduce yield losses are crucial to the farmer for balancing expected yield risks and costs of control strategies. With the use of IPM techniques, for example preventive measures, Decision Support Systems, monitoring and optimised dosage of products, the importance of the cost of innovative strategies could be reduced. Secondly, the increase in cost of chemical crop protection, due to the withdrawal of several old and cheaper pesticides, is another key point for on-farm economics and for implementing innovative strategies focusing on lower pesticide inputs.
HOW	The comparison of different crop protection systems must be wisely evaluated with relevant factors. In ENDURE, three main topics with different factors were used: **1. Profitability:** Represented by the family income per labour hour, the total production cost and finally the net profit per hectare. **2. Autonomy:** Represented by the invested capital per hectare and the return on investment per hectare. **3. Economic risk:** Represented by the income variability and the probability of dramatic yield loss. The final result of this evaluation must not be less than 'similar' to a conventional system.
SOURCES	You can find some relevant information in the following documents: **ENDURE sustainability assessment:** http://www.endure-network.eu/about_endure/all_the_news/assessing_sustainability_of_new_strategies This article provides access to a paper providing an example in orchards: *A multicriteria decision method assessing the overall sustainability of new crop protection strategies: the case of apple growing in Europe.* **ENDURE Deliverables:** http://www.endure-network.eu/endure_publications/deliverables - Preliminary list of potential criteria for assessing sustainability of crop protection strategies (DR 2.1) - Report on socio-economic driving forces of different plant protection strategies in pomefruit production in four EU-regions (DR 3.8)