

Resources for advisory services: The ENDURE Network of Advisers and IPM Training Guide

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Challenge: Farmers must adopt IPM



- 🌱 **Framework directive 2009/128/EC on sustainable use of pesticides**
- 🌱 **Member states must implement IPM = Integrated Pest Management by 2014**
- 🌱 **IP – What!!??**
- 🌱 **Still today many farmers and advisers in EU have not heard about IPM**



ENDURE Tools: IPM Training Guide



- 🌻 **IPM is a continuously improving process**
- 🌻 **IPM needs a more participatory approach**
- 🌻 **Trainers need tools to adapt their trainings**
- 🌻 **ENDURE has much to offer**



ENDURE Tools: IPM Training Guide



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- 🌿 **Composed of:**
 - sheets,
 - leaflets,
 - recommendations and links,



- 🌿 **Following four main topics requested by trainers:**

- arguments,
- methodology,
- tools,
- contents



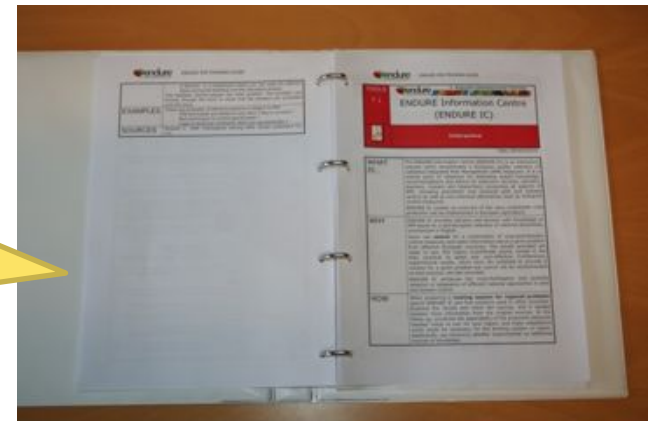
ENDURE Tools: IPM Training Guide



Each sheet provides:

- 🌻 **The definition of the subject (What is?)**
- 🌻 **The principle (Why?)**
- 🌻 **How to use it (How?)**
- 🌻 **The tools you need to implement the concept (What I need to?)**
- 🌻 **Links or other sources to additional information that may be useful (Source).**

Find it on the
ENDURE website!



ENDURE Tools: ENDURE Network of Advisors



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Fragmented advisory systems



🌿 Advisers

- instrumental in implementation of IPM
- have expertise in training and extension

🌿 No formal European networks previously

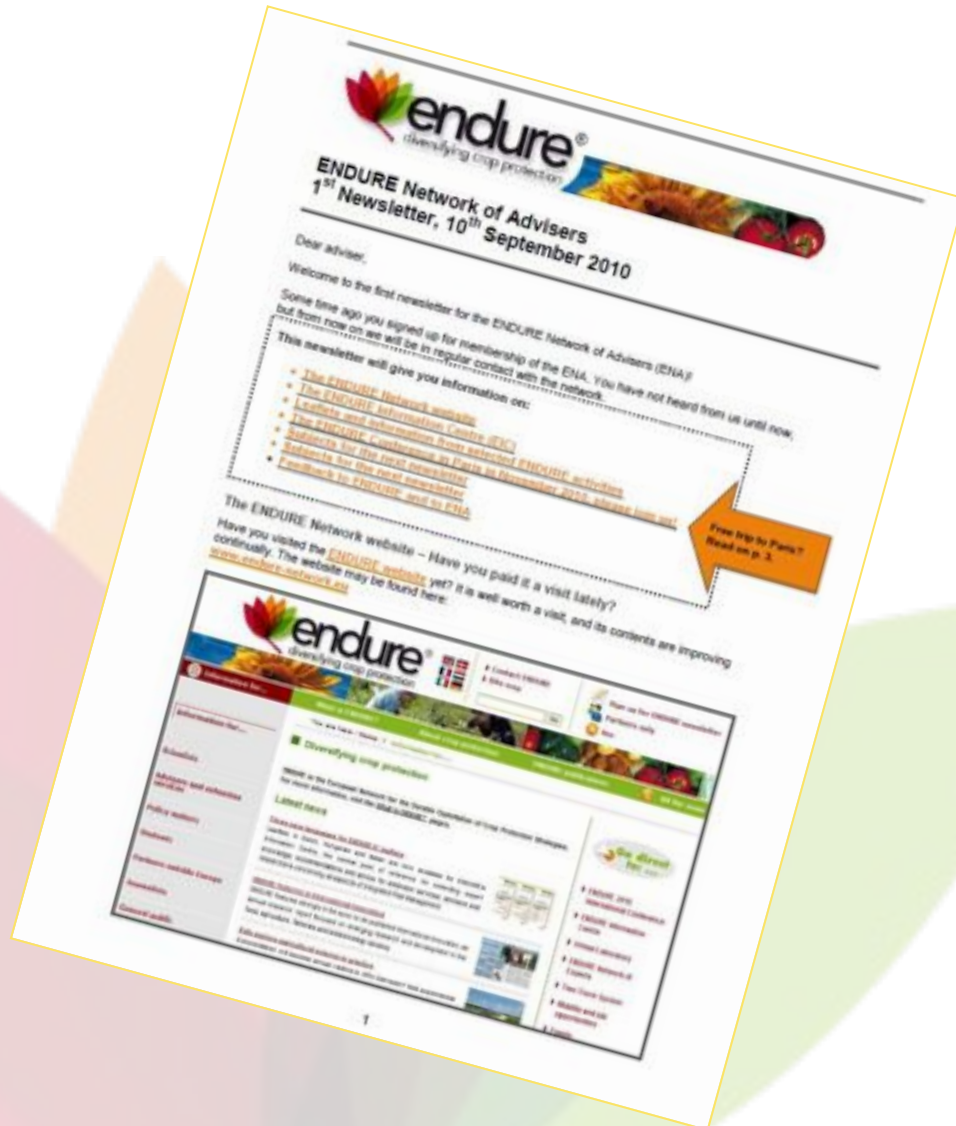
🌿 More linkages with research than among advisers

- small advisory companies
- local competition for customers
- lack of R & D budgets etc.

🌿 Language barriers – a major constraint



ENDURE Network of Advisers - State of the art



- 🌻 First newsletters have been issued
- 🌻 A group of delegates supported by ENDURE at Paris conference
- 🌻 Plan for further newsletters and meetings – needs funding
- 🌻 Advisers are welcome to join our network!

Number of advisers from European countries



🌻 **As per 4th Sept. 2011**

- 175 members in total

🌻 **Job categories**







- 81 advisers
- 28 senior advisers
- 11 managers
- 10 directors
- 7 product managers
- 38 others (primarily scientists)

🌻 **Strong northern and western European bias**



Wanted: New members



Country	Members
Estonia 	1
Latvia 	0
Lithuania 	0
Poland 	0
Czech Republic 	0
Slovak Republic 	0

How to register for advisory network



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- Go via www.endure-network.eu > Information for Advisers and Extension Services > ENDURE Network of Advisers
- Or use direct link from newsletters



Network of Advisers: The outlook is good!!



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**It is also your network –
Please get involved!!**

IPM status: Still room for improvements



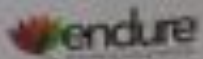
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Which of the 8 IPM principles should be in focus from now until 2014?

Use this label to indicate areas where new tools (e.g. warning systems, technology) must be developed

Use this label to indicate areas where we should focus on implementation of existing knowledge and tools

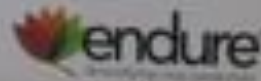
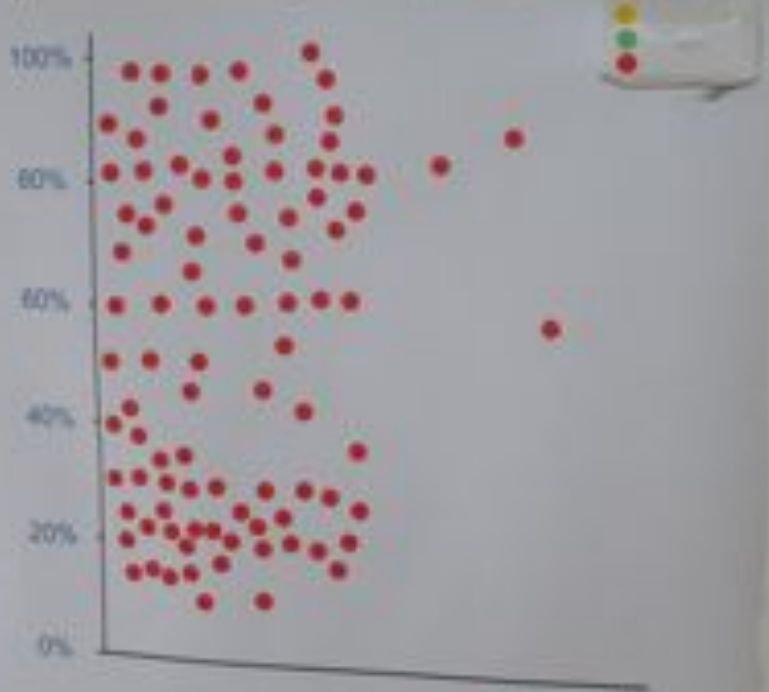


What is your opinion?

Write your country code, e.g. UK on the label



How large a proportion of growers produce according to IPM principles today?



Challenges



- ❁ **Sustain activity level with reduced funding**
 - Maintenance of tools
 - Expansion and activities of advisory network
- ❁ **Defragmentation of advisory services**
- ❁ **Overcome language barriers**
- ❁ **Ensure involvement of farmers, advisers, industry and other stakeholders**
 - Co-innovation or linear approach?

IPM must happen in the field!



Thank you!



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Crop Production

