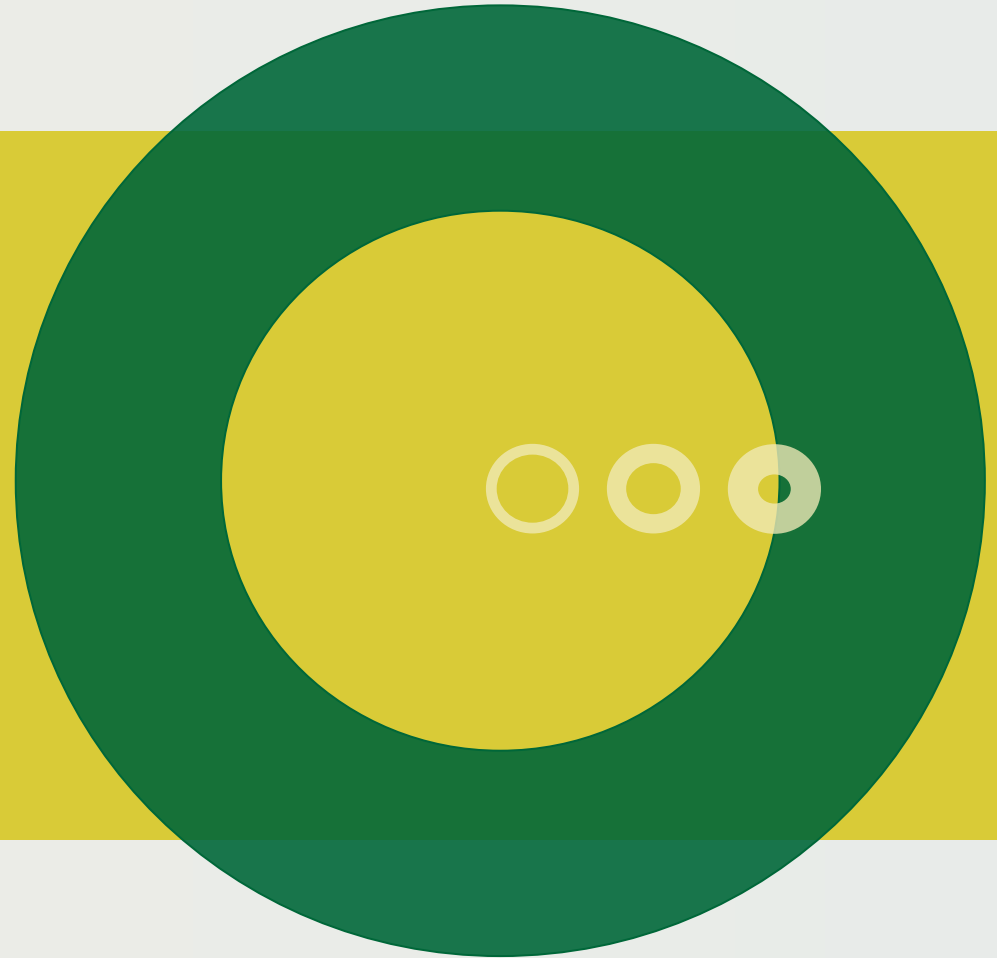


# Experience groups in Danish advisory services

Jens Erik Jensen  
VFL  
e-mail [jnj@vfl.dk](mailto:jnj@vfl.dk)



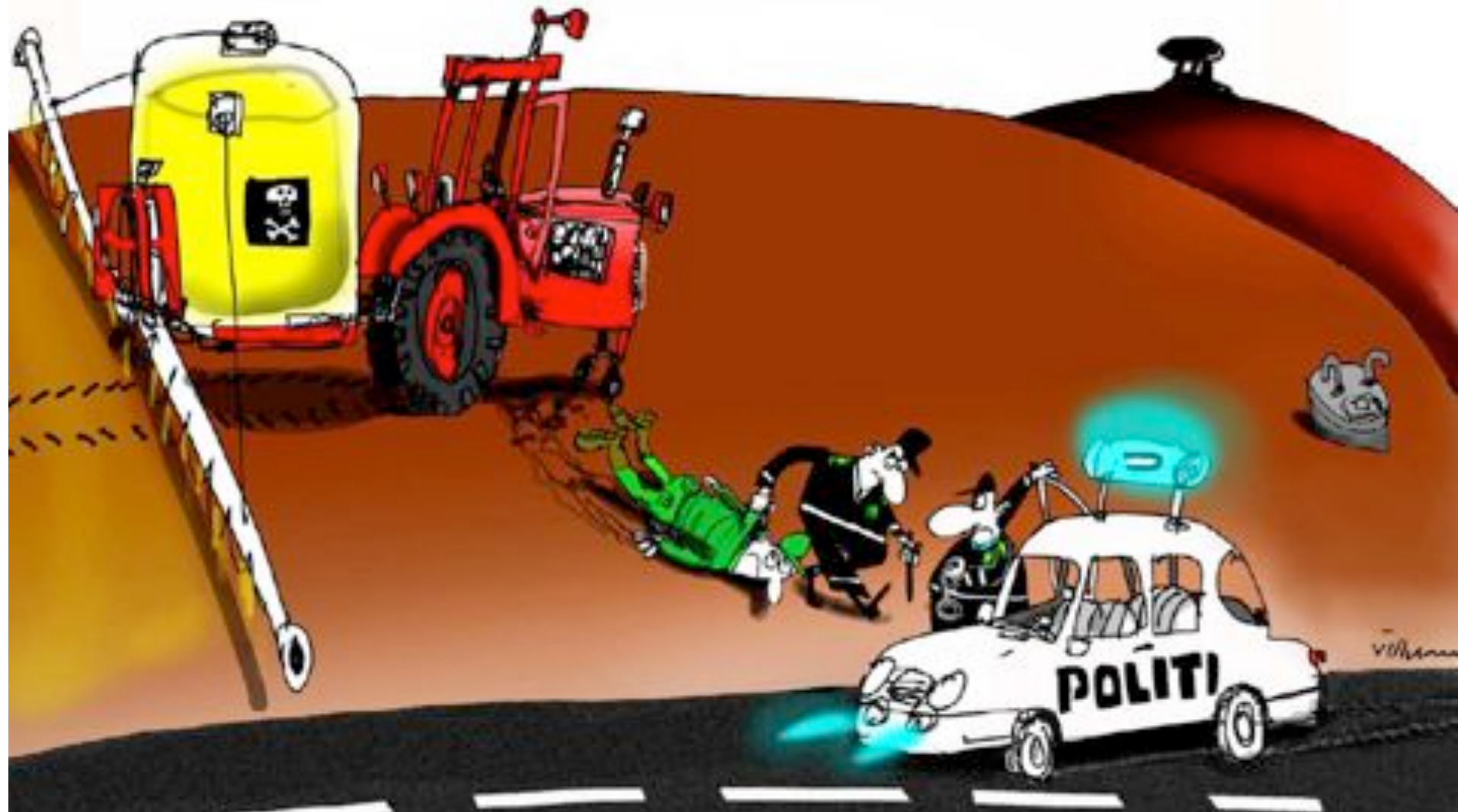


# VFL – a partner in DAAS Owned by Danish farmers



# The Terrorist

Danish newspaper Politiken, 6 February 2012



The police must be much tougher if we want to protect our nature and ground water. Higher taxes on the most harmful poisons is simply not enough. Cartoon: Jørn Villumsen



~50 per cent intensively farmed

below it all:  
groundwater = drinking water

natural areas in patches

## Danish Action Plans

- 1986: Pesticide Action Plan I
- 1997-99: Bichel Committee
- 2000: Pesticide Action Plan II
- 2003: Pesticide Plan 2004-09
- 2009: Green Growth Plan
- 2012: Protect water, nature...
- Details available on internet

**25+ years of focus on crop protection and many successes!**

## Protect water, nature and human health

Pesticides strategy  
2013-2015

February 2013

The Danish Government



## Innovation in crop protection – Danish strengths

- Strong, unified advisory service
  - Farmers own – farmers run – farmers pay
  - Strong infrastructure
  - Efficient information flow – internet and apps



VIDENCENTERET FOR LANDBRUG

# Økonomisk og sikker plantebeskyttelse

## Bilag til opfølgingskursus for sprøjteførere

2013/14



Bliv et hak bedre til



Inspirationsark: [Liv.dns.euro](http://Liv.dns.euro)

### Log på

Log på

Glemte kodeord?  
Få adgang til Landbrugsinfo

### IPM på sociale medier

Facebook

Medlemmen  
@logspot.dk

Byggen  
@logspot.dk

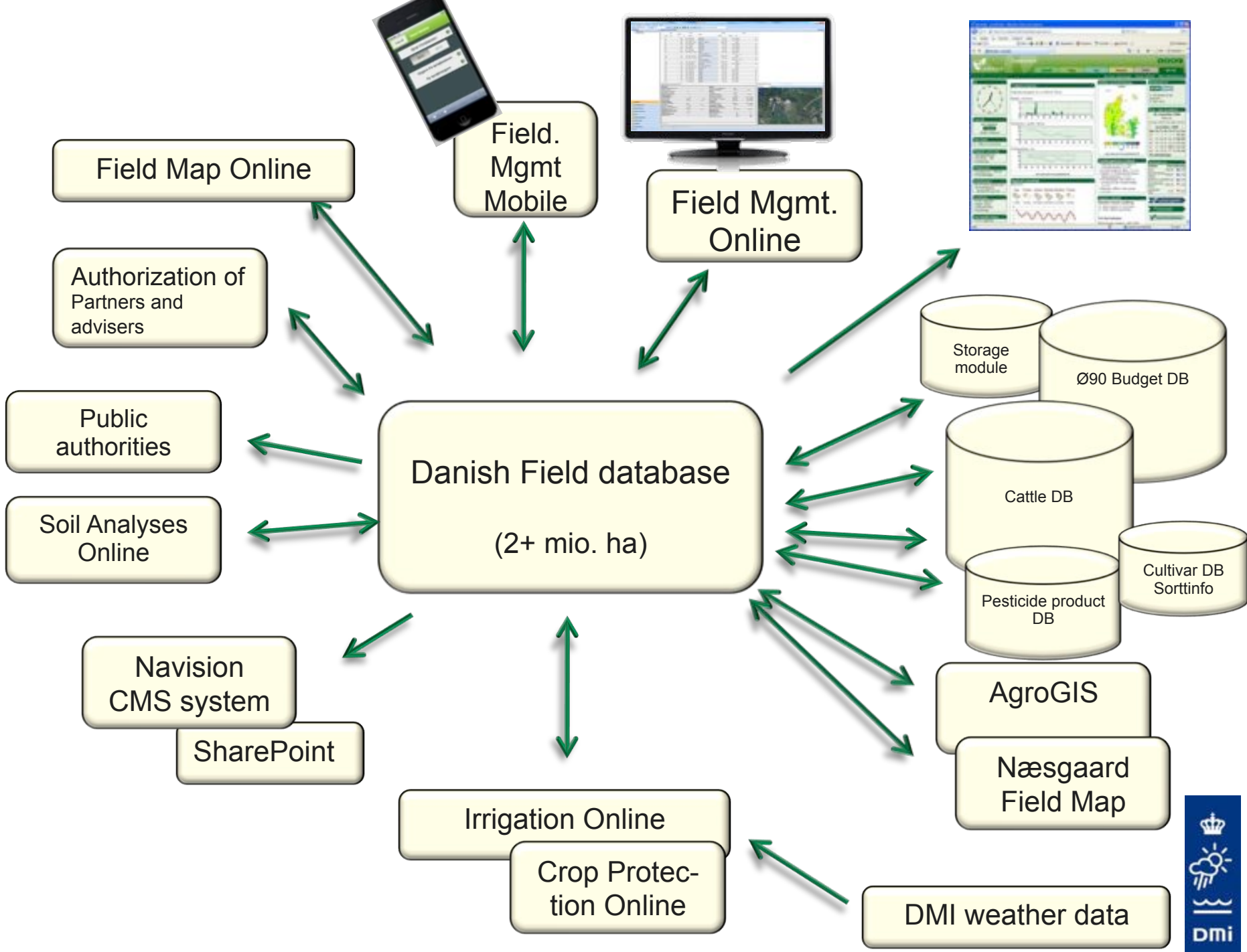
og Lars  
@logspot.dk

### nye artikler

Indlæg fra kursus om integreret  
plantebeskyttelse (IPM) 06-09-13

### Tilbud om rådgivning

600-600 (indtægt og udgifter til





# Danish Agricultural Advisory Service (DAAS)

2013:

- Partnership
- 31 regional advisory companies and Knowledge Centre for Agriculture in Skejby
- 3,600 employees
- Turnover approx. EUR 350 million



# Relations between DAAS and farmers

Farmers are:

Owners

Users

Customers

Key words:

Best and cheapest  
advisory services

Impartiality

Non-profit



# Knowledge dissemination

- 105,000 documents
- 27,000 page references per day
- 55,000 visitors per week
- 50 interactive programs
- plant protection tools
- calculation of animal units and area requirement
- weather forecast

2.3 million people visit [www.landbrugsinfo.dk](http://www.landbrugsinfo.dk) and [www.landmand.dk](http://www.landmand.dk) every year

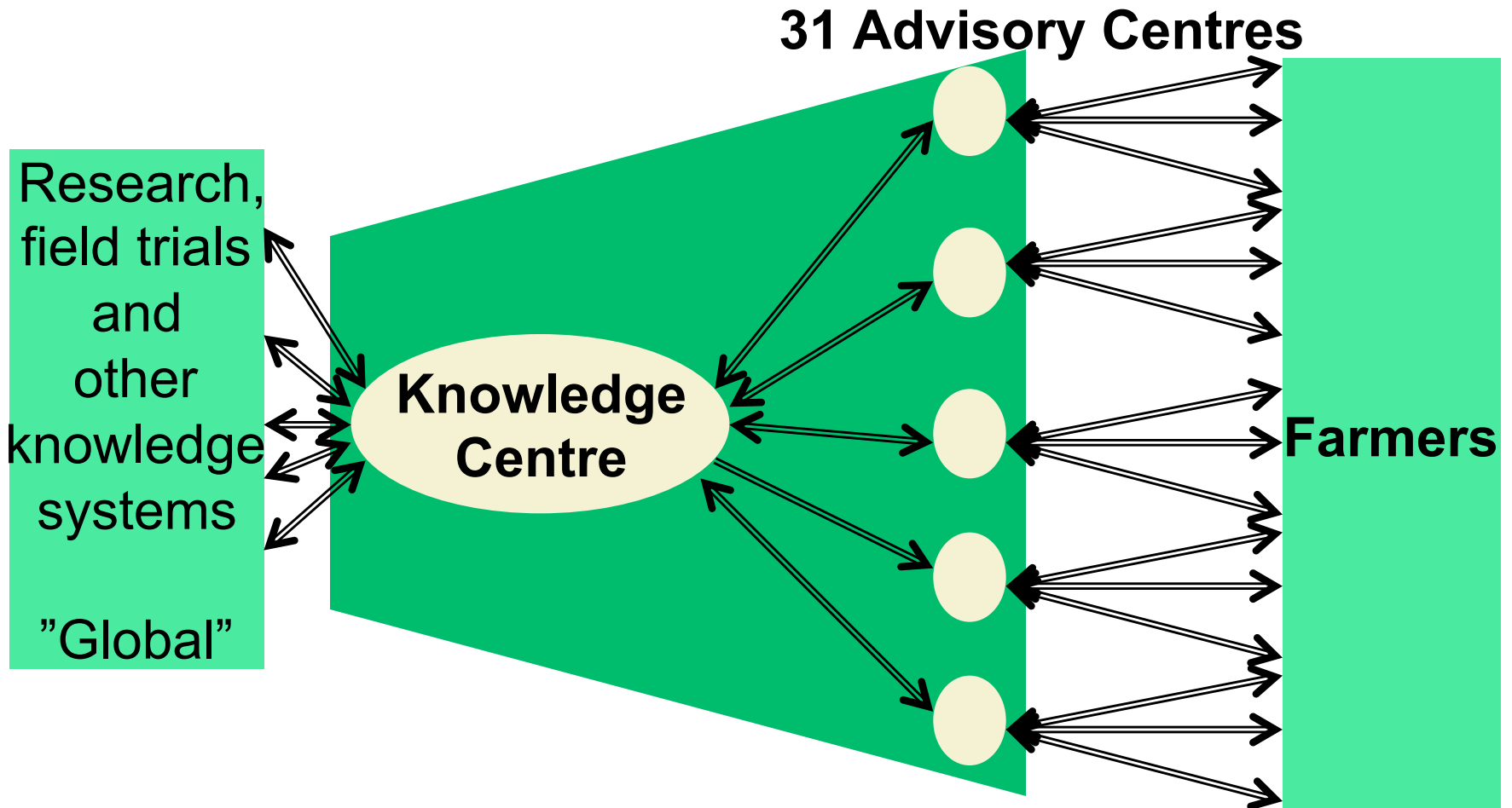






# Danish Agricultural Advisory Service

## Knowledge moves both ways!



# One-on-one or group-based advice?

Traditional approach



>20 years experience



# Individual advisory activities

<b>Year</b>	<b>No. fertilizer plans</b>	<b>No. field mgmt. plans</b>	<b>No. subscribers to newsletters</b>	<b>No. subscribers to SMS-news</b>
2002	36927	20297	17766	
2003	35491	19813	17549	
2004	34600	17228	15710	
2005	35779	17406	13355	936
2006	33321	17345	15127	2006
2007	31754	17705	10271	4342
2008	32067	17354	9938	7992
2009	29863	17563	13267	11044
2010	28794	19007	13727	11484
2011	27744	17380	13559	11236
2012	26014	19350	12699	12079

# Experience Groups (ERFA-groups)



Source: ENDURE  
IPM Training Guide



## Experience (ERFA) groups

- Developed in Denmark early 1980s
- Improved concepts late 1980s
- 5-10 farmers and 1 or 2 advisers
- Majority of groups: Professional farmers
- Allows for sharing of costs
- Normally meetings every 7-14 days during season – occasional meetings in winter
- Venue changes from meeting to meeting
- Openness and willingness to share required
- Age / Production type / Knowledge

**Tell me and I will forget;  
show me and I may remember;  
involve me and I will understand**



## Number of experience/ERFA groups

<b>Year</b>	<b>Total no. ERFA groups</b>	<b>No. organic ERFA groups</b>	<b>No. participants</b>
2002	659	77	4455
2003	611	68	3991
2004	605	60	3826
2005	549	53	3699
2006	565	66	4104
2007	486	44	3230
2008	429	49	3072
2009	408	44	2867
2010	409	40	2966
2011	415	32	3091
2012	415	37	2977

## Low pesticide use: Competition among farmers for best results



# Advisory aspects

- Take advantage of dynamics in group
- Important to set new goals each year
- Farmers naturally think in systems rather than single factors
- Uncertainties must out in the open
- Farmers challenge/compete with each other for low pesticide use or other skills
- Adviser often more facilitator than expert
  - Alternatively different roles among advisers
- 'Openness internally, confidence externally'.

# Beer and/or coffee promotes discussion! Social aspect is very important



## Planteavl

Afgørelser

Bævt

Dræning

GlobalGAP

Gødning

Hævedbrug

Jordbearbejdning

Jordbund

Landsforsøg og resultater

Miljø

Planteavl

Planteavl

Behandlingsindtækt

Bekæmpelsesmidler

Integreret  
plantebeskyttelse - IPM

IPM - Dembrug

Nedsat pesticidforbrug i

gartneri og frugtavl

Opfølgingskursus til

sprøjtebevis-certifikat

Pesticidhåndtering

Pesticidplan

Plantesygdomme

Planteavl Online

Skadedyr

Sprøjte teknik

Ultrad

Vandingregistreringsnet

Vandsregulering

Produktionsrådgivning - mark

Produktionsøkonomi - planteavl

Du er her: LandbrugsInfo &gt; Planteavl &gt; Planteavl &gt; Integreret plantebeskyttelse - IPM

## Integreret plantebeskyttelse - IPM

IPM handler især om at opnå tre ting:

- At forebygge problemer med ukrudt, sygdomme og skadedyr
- At sprøjte efter behov
- At få bedre økonomi - ikke mindst på sigt

Vigtige IPM-redskaber er bl.a. et godt sædskifte, resistente sorter, varslinger, opsyn i marken, nedsatte doseringer, radrensning og at undgå resistens over for midlerne.

## Nyheder



## Pas på aldrift ved efterårssprøjtning

Selv meget små mængder af pesticider kan gøre skade eller måles, hvis de kommer på afveje.

[Læs mere](#)



## Ida Auken besøgte Magerholm Frugtplantage

Miljøminister Ida Auken besøgte onsdag den 14. august Magerholm Frugtplantage i Vejstrup.

[Læs mere](#)



Filmen "Sprøjt marken mindre" handler om IPM og brug af ny teknologi i planteproduktionen.

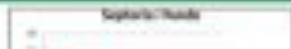
[Se filmen](#)



## Nye videoer

- [Brug sensorer og få større effekt af svampemidlerne](#)
- [Alle videoer](#)

## Bliv et hak bedre til at bruge sortblandinger



## Log på

[Log på](#)

Og er du køber?

Få adgang til LandbrugsInfo

## IPM på sociale medier

IPM på Facebook

Spot på hvedemarken  
hvedespot.blogspot.dk

IPM i frugtplantagen  
pm-frugt.blogspot.dk

I marken med Lars og Lars  
markenholers.blogspot.dk

## Demonstrationsbrug



Fem landbrug og to gartnerier arbejder åbent med at udvikle IPM.  
[Læs mere](#)

## Nye artikler

Erfaringer med afprøvning af Septoria-timeren i 2013 13-11-13

# First DK co-innovation experiences

- Speed up innovation process by involving end users and stakeholders from beginning







# Working idea

- Grow wheat with better feed and milling quality while complying with Danish regulations (N-quotas) and IPM
- Grow wheat in rows
  - Incorporate fertilizer / slurry
  - Mechanical inter-row hoeing
- Grow variety mixtures for feed
  - Compose best possible mixtures (yield, overwintering, disease resistance, resistance to lodging, etc.)
  - Optimize/minimize fungicide inputs



**Look at the happy faces ;-)**





# Thank you for your attention!

