



**Building public trust
and understanding
of farming and food –
what more
needs to be done?**

EISA Workshop, ErlebnisBauernhof
Berlin, 26 January 2012

**The EISA
Integrated Farming Framework –
a holistic guideline
for sustainable development
in agriculture**



The EISA Integrated Farming Framework – a holistic guideline for sustainable development in agriculture



**The Integrated Farming Framework – a guideline to farming
which is specific to site and situation, to be used throughout
the EU and beyond:**



The EISA Integrated Farming Framework – a holistic guideline for sustainable development in agriculture



What Integrated Farming (IF) is:

IF is based on informed management processes.

The knowledge-based flexibility includes attention to detail and managing all resources available.

IF is capable of identifying adverse effects on the environment – and of measures to reduce them.

IF is a powerful tool in arable and livestock farming to achieve high quality produce and fulfil consumer demands – whilst protecting and enhancing the environment.



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The structure of the EISA IF Framework:

Some details:

- item
- guideline for action
- explanation
- demonstration
- GAP column
- IF perspective

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Chapter VI: Soil Management

Soil is the basis of all agricultural production, and both the conservation and improvement of this valuable resource are essential elements of Integrated Farming. This allows produce to be grown on healthy and biologically active soil with a satisfactory level of organic matter, a good physical structure and sufficient fertility.

IF and GAP key difference: Farmer awareness of soil indices through mapping and examination as basis for all cropping decisions.

Part VI.1: General considerations

| Item | Guideline | Additional Explanation and Suggested Demonstration / Documentation | GAP | Integrated Farming Perspective | | |
|-------------------------|--|---|-----|--------------------------------|--------|----------|
| | | | | Must | Should | Consider |
| VI.1.1: Soil mapping | a) A map of the farm soils should be available with the main types of soil identified. | <p>Explanation: Soil characteristics interact with availability of soil elements and plant growth, and therefore are important for the suitability of soils for certain crops, for timing of cultivation, for good crop nutrition management and all other agronomic measures. Therefore, precise information should be available on the soil types which are present on the farm.</p> <p>Demonstration / Documentation: A soil map that identifies the different soil types on the farm.</p> | NR | | ✓ | |
| | b) Areas at risk on the farm must be defined and recorded. | <p>Explanation: Particular attention should be given to the areas at risk such as:</p> <ul style="list-style-type: none"> - Slopes and high stocking density areas. - Areas prone to compaction, wind and water erosion, slumping and leaching. <p>Demonstration / Documentation: Records / maps showing the different soil series and detailing the areas at risk.</p> | NR | ✓ | | |

R = Measures included (NR = not included) in an EU legal text for general enforcement or regional enforcement through related national action plans.

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Integrated Farming means continuous improvement ...

An illustration of the dynamic year-on-year progress of an integrated farming approach, using improvement opportunities identified by the appraisal and auditing of annual performance.

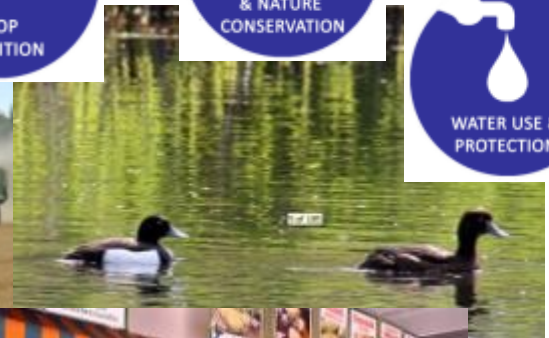
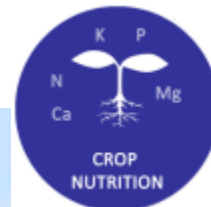


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... continuous improvement in terms of economic, ecological and social achievements!

- **Reduce** your fuel costs for field operations, through better energy efficiency
- **Reduce** your fertiliser and chemical inputs – for example, some LEAF members have saved in the range of £2,500 and £10,000 per year
- **Implement** more efficient ways to use water, one LEAF member saved £14,000 a year because of smarter water management
- **Improve** the health of your animals resulting in average cost savings of up to 10% for disease treatments



(Data according to a recent survey with LEAF members)

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The IF Framework – also a baseline and structure for communication with the public:

- Agriculture is highly complex.
- When farmers want to achieve open and transparent dialogue with the public, they need to communicate in a language and “along lines “ which will be understood by consumers.
- Giving evidence and demonstrate practices on farm – and explain why decisions are made as they are made – can help to regain consumer confidence and trust.





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Summary

- Based on science
- Best of modern technology and traditional methods
- Whole farm approach
- Flexible
- Forward looking
- Practical, realistic and achievable

Integrated Farming

Productive agriculture, socially acceptable, environmentally responsible

Thank you