



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

EISA Workshop, Erlebnis Bauernhof
Berlin, 26 January 2012

**Action for a profitable and
sustainable agriculture –
from words to action**



Action for a profitable and sustainable agriculture – from words to action

Important activities 2011 / 2012:

- study tour with farmers on reduced soil tillage
- co-operation with EU-project Baltic Deal on setting up 124 demonstration farms around the Baltic
- workshop on yield trends and how to keep up yield levels
- workshop on integrated pest management
- further work on developing environmental indicators
- cropping system with focus on soil carbon management



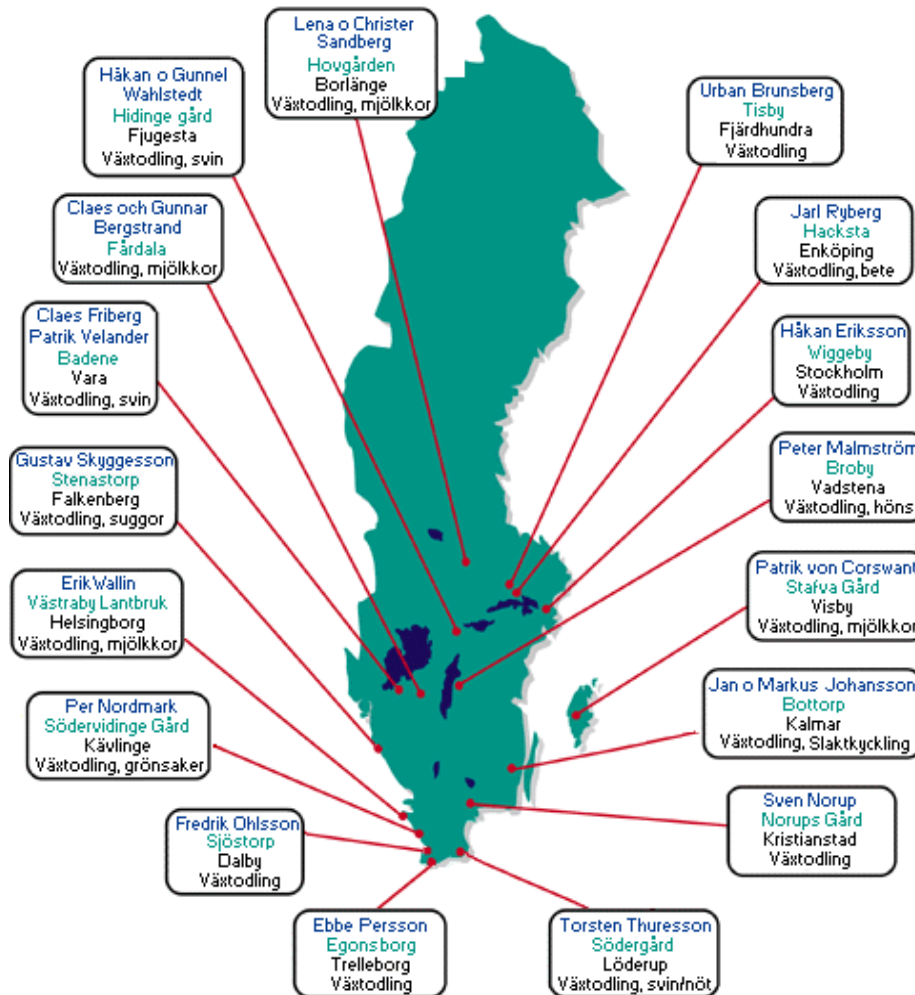
Action for a profitable and sustainable agriculture – from words to action

Start 1992

- main objective: to lower the impact of agriculture on the environment and balance this against farm net return
- OiB works through commercial farms, 17 demonstration (pilot) farms
- OiB provide the farmers with simple tools to analyse and understand the production processes, their economy, emissions, resource utilisation and long term effects
- OiB also runs research and development (R&D) projects
- data are collected in a database (> 8 500 fields 1994-2011)
- **All these data / tools are used as basis for transparent and successful communication with the public – during farm visits, participation in roundtable discussions, interviews with media etc.**

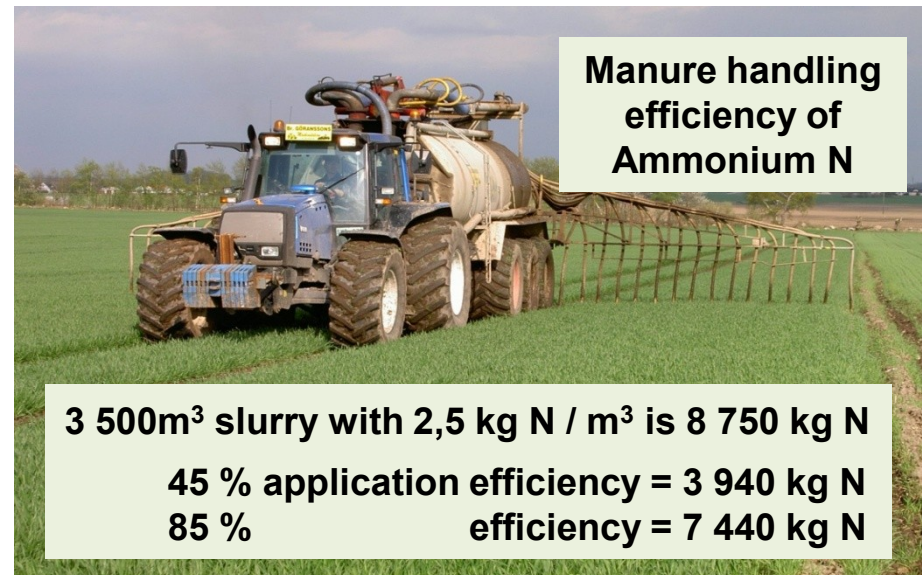
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Odling i Balans works with 17 pilot farms:




OIB roadmap to sustainable development (without priority):

- calculation of farm climate impact and energy efficiency
- ability to justify pesticide use in economical and ecological terms
- limit nutrient losses to air and water
- soil conservation and soil organic matter management to promote high yields
- low year-to-year yield variation even under "extreme weather" situations
- make biodiversity part of farming
- ways to an appropriate water management
- **communicate these issues to the public**



Action for a profitable and sustainable agriculture – from words to action



**Demonstrating to the public
the efforts to avoid water pollution,
and to achieve proper water management,
are both necessary parts
of sustainable farming systems.**