

IPM - The adoption challenge

experiences from The Netherlands

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Road map

- IPM as answer to the challenge of reducing use & impact
- The adoption challenge
- NL projects – speaking from experience
- Focus on technology development
- Focus on stakeholder involvement
- Tips

Crop protection vital for crop production

Ever ongoing challenge

- Producing high quality and quantity food fibers, raw materials
- Effective crop protection is vital to realise this

Pesticides

- Pesticides are a powerful tool in crop protection
- Ongoing challenge to minimize side effects
- Reducing use and impact
 - EU policy (Sustainable use directive)
- Pesticide risk reduction policies
 - Health, ecology etc
 - Necessity to reduce use and impact
 - While safeguarding quantity and quality of production

IPM ~ Integrated Crop protection

- Is the answer to this challenge, the master plan strategy
- Strategic approach to crop protection
 - Based on prevention – need of control – diversified control options
 - In development since “silent spring” 1962
- ICP integral part of farming system
 - Taking into account and optimizing interactions
- Agro-ecological intelligence
 - to meet economic, ecological, environmental objectives

Substantial efforts to develop & implement IPM

■ Knowledge development

- National projects
- EU sponsored projects like Endure
- IOBC working groups (exchange)

■ Knowledge dissemination / transfer

- Policy driven additional projects often investing in network approaches, pilot farms, demonstration projects, extra advisory support, training, coaching etc.
- Stimulate use / adoption of IPM ~ NAP

Does it deliver, does it work?

- Much knowledge and experience is available
- Adoption is low
- OECD meeting on SUD and IPM in Berlin oct 2011
 - Successes but
 - Generally adoption too low
 - Impediments/ barriers: knowledge, risks, costs etc
 - Poor economic incentives

The adoption challenge – how to?

- Adoption / implementation strategies key question
- Doing things better?
- Doing better things?
- Berlin OECD: Answer : MORE!
- High potential?/low adoption paradox
- The answer: doing things better and doing better things

NL experience

- We have been developing IPM since 1980 in research,
 - Experiments
 - Farming systems
- And in practice together with farmers
 - Pilot farm networks
- Experiencing the challenge and looking for answers

ICP/IFS in the Netherlands – experimental and pilot farms

- Experimental farms – systems research
 - DFS Nagele 1979-2004 (arable farming)
 - 5 more regional exp. farms, systems research
 - vegetables, nursery trees, bulbs, arable crops

- NL Pilot farm networks integrated farming
 - 1990-1993: 38 farms (arable)
 - 1996-1998: 18 farms (vegetable)

- NL Farming with future
 - 2000-2003: 40 farms (all sectors),
 - 2004-2007: 350 farms (all sectors, 34 study groups)
 - 2008-2010: network based activities

Farming with Future 2004 - 2010

- 2004-2007: 34 regional networks with 400 participating farmers and the related stakeholders
 - All sectors
 - Budget 2000 keuro per year
- Financed by government
- A project of Wageningen UR and DLV (advisors)
 - >25 people involved
- 2008-2010: varying cooperation's with farmers and stakeholders
 - Focus on stakeholder involvement

The challenge - Two critical succes factors

- Knowledge development: better focus on the context of the users
 - Selection and priorities
 - Excellent new science and technology
 - Road testing (on farm – development)
- Involvement of all relevant stakeholders in the agricultural network/web
 - In knowledge chain from
 - Selection/prioritization and involvement in road testing to active communication and pushing on implementation

Excellent knowledge (hard to find)

- Relevant knowledge
- Focus on stakeholder questions and challenges
- IPM strategies and building elements
 - Cost effective
 - Added benefits (win win)
- New principles / breakthrough

Road testing technology

- Selection of methods to be tested
- Identify together with farmers union, advisors & other stakeholders
 - promising new techniques and methods
 - that contribute to the challenges
 - that are/can be linked to the interest of the stakeholders
- After prioritization is this the agenda for the road test!
- Should support the challenges

Road test

- Involve
 - Farmers, Advisors, Researchers, Stakeholders
 - Mix of expertise and experience
- Focus on how to make it work : "effective and feasible"
- Testing on (experimental) farms
 - Users manual writes itself

- Introduction in practice
 - has already started
 - exposure/demonstration and involvement stakeholders and advisors

Stakeholders and interests I

- Farmers (union)
 - Producers of pesticides
 - Traders
 - Water boards, drinking water companies
 - Retailers
 - Sourcers
 - NGO's
 - Government
- Remember sustainable use is about
- Ecological, environmental, health and economic issues
 - Link these issues with the interests of the stakeholders

Stakeholders and interest II

■ Interests

- Minimise costs: Low cost strategies
- Sustain quality and quantity; robust production
- Certifying (sustainable) production standards: market and sourcers driven
- Safeguarding water quality
- Minimising impact public health, biodiversity etc.
- Maintain availability of pesticides
- Stimulating new more sust. practices

■ Link interest to road testing technology

- Opportunities are created for concerted action and effective adoption in practice

Stakeholders and Communication

- Stakeholders crucial as communicators
 - Have many contacts, networks, and opportunities
 - Their communication puts new knowledge in a business perspective
- Communication more effective when stakeholder addresses
 - Interests –what is at stake – urgency – necessity
 - Direction –vision – strategy
 - New approaches and methods
 - Successes
- More convergence in messages
 - Effective and efficient

Stakeholders and change

- They are the partners for the new challenges
- Stakeholders have the potential to realise change by
 - The use of their professional skills and resources
 - By actively promoting/supporting and following up on the change
 - Changing the rules: the institutional context (network)

Stakeholder involvement – is a process

- Requires active management
- Get them involved in:
 - Knowledge development
 - Invite expression of interest/questions/challenges
- Let them contribute/cooperate
 - In R&D projects
 - In Road testing technology
- Challenge them to
 - an active role in communication
 - support the change and follow up on it

Stakeholder enrollment

- Stakeholdermanagement is a methodological approach to:
- GET STAKEHOLDERS INVOLVED AND MORE...
 - “map” stakeholder interests
 - Engage them in common challenges
 - To built coalitions
 - To confront resistance
 - To adress the responsibility to make a choice
 - To get them involved and engaged in the process

 - To get them Enrolled.....

Stakeholder enrollment

Stakeholder enrolment is the name for the process in which the stakeholders become more and more problem owners of the change process.

Sustainable crop protection

An enrolled stakeholder has a positive attitude towards the change, sees a role for his organisation and works hard to find feasible ways to contribute to the change by his actions and influences others in his network to also become involved.

NL experience Farming with future

- Focal point and transfer point of new knowledge ICP
 - 100 tested methods, 80 good practices
 - Documented, communicated in many ways
- Invested in dialogue stakeholders (more than 200 contacts)
 - More than 100 resulting in regular contact and common activities
 - Regional, local, national
- Communication
 - Hundreds of activities, reaching thousands of farmers
- Change in behaviour and attitude of stakeholders
 - More open dialogue, more coalitions, more actions
 - Stakeholder enrollment takes time
- Impact
 - Increasing application of Good practices
 - Less problems in the area's with water – coalitions

Statements – two critical succes factors

- Testing new methods in practical conditions and involvement of different expertise will greatly increase the chance of adoption
 - At present the focus could be improved on the application context
 - The prioritization together with stakeholders to get them committed
- Sustainability becomes an option when stakeholders commit to the challenge and take the responsibility
 - They don't use at present their full possibilities and resources
 - Getting them involved needs active management

Simple tips

- Identify on a regional scale the concrete challenges
- Whats at stake – for who
- Get the stakes involved
- Select promising techniques - Road testing
- Communication by stakeholders
- Support implementation

- Very helpfull is an independent facilitating project organisation