

# Integrated use of measures for delivering environmental services

## The case of the agri-environmental agreement in Valdaso

### Marche Region (Italy)

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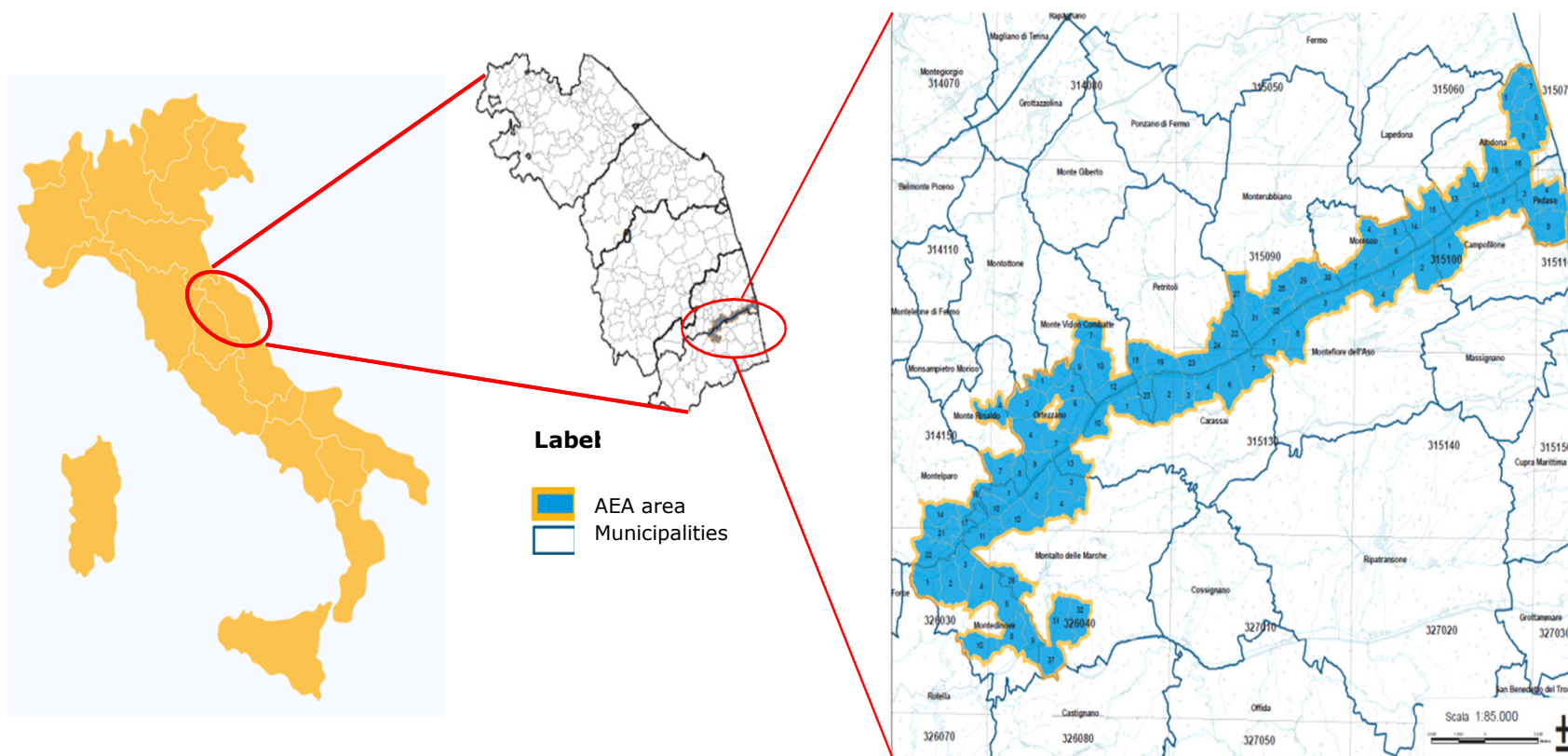
# Presentation Outline

- ✓ The Valdaso agri-environmental agreement (AEA)
- ✓ The actors involved
- ✓ The drivers of farmers' participation
- ✓ Results and key factors of success
- ✓ Limitations and barriers
- ✓ Policy recommendations

# Valdoso AEA

## ✓ The agri-environmental agreement:

*'a set of commitments for farmers in a limited area, supported through a mix of RDP measures that can be activated to reach specific environmental goals' (RDP for Marche Region)'*



# Valdaso AEA

- ✓ **Period of commitment**
  - ✓ Five-seven years (launched in 2009)
- ✓ **The area**
  - ✓ unbroken piece of land, > 50% to NVZ > 30% of the UAA cultivated with fruits
- ✓ **Environmental objectives**
  - ✓ Protecting water and soil from chemical inputs (-30% N, P, K and substitution of agri-chemical inputs -90%)
- ✓ **Integrated delivery: 2 measures**
  - ✓ **214** - Integrated Pest Management & mating disruption; green cover
  - ✓ **111** - Training activities and information actions



# Integrated use of RDP measures

## ✓ 214: IPM and Mating Disruption



## ✓ 111: Training and information activities



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**NOTE AGROMETEOROLOGICHE SETTIMANALI**

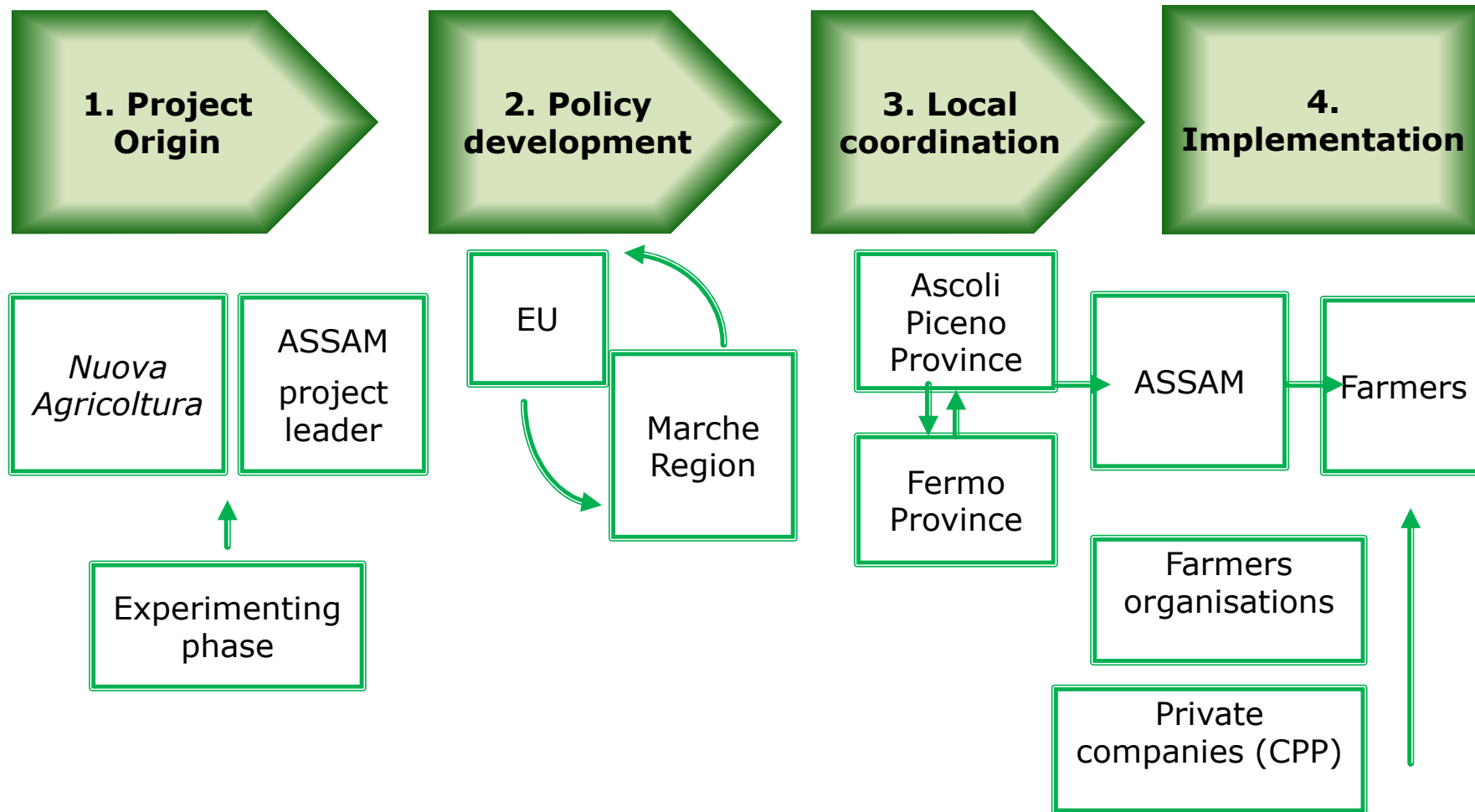
La settimana appena trascorsa è stata caratterizzata da tempo stabile e temperature superiori alla norma del periodo. Nella giornata di Domenica l'arrivo di una perturbazione ha portato pioggia, vento forte e un repentino abbassamento delle temperature.

**DIFESA DEI FRUTTIFERI E VITE**

**VITE:** fase fenologica: Bottoni fiorali separati (BBCH 57). I trattamenti anticrittogamici consigliati nel precedente notiziario hanno protetto la coltura dalle possibili infezioni primarie di peronospora. In considerazione della fase vegetativa di pre fioritura, è consigliabile intervenire con formulati antiperonosporici ad azione endoterapica quali: Fluopicolide\* o Iprovalicarb\* o Fosetil Al\* o Metalaxil\* o Metalaxil M\* o Benalaxil\* o Benalaxil M\* o Dimetomorf\*, in miscela con principi attivi di copertura. Per il contemporaneo controllo dell'oidio è opportuno aggiungere Metrafenone\* o Spiroxamina\* o IBE\* (Ciproconazolo, Fenbuconazolo, Miclobutanil, Penconazolo, Propiconazolo, Tetraconazolo, Triadimenol, Tebuconazolo) in totale max 3 trattamenti). Nelle Aziende ad indirizzo Biologico è indispensabile, appena possibile, rinnovare la copertura con sali Rame\*\* in associazione a Zolfo bagnabile\*\*  
E' ormai terminato il volo della prima generazione di tignoletta.

**19**  
15 Maggio  
2012

# The actors involved



# The drivers of farmers' participation

<b>Individual - economic reasons</b>	<b>Social - environmental reasons</b>
<p data-bbox="495 632 815 679">CAP payments</p> <p data-bbox="320 778 992 884">Effectiveness of IPM methods if applied at territorial scale</p> <p data-bbox="349 983 963 1088">Costs reduction (labour, crop protection products, fuel)</p> <p data-bbox="423 1187 889 1235">Positive health effects</p>	<p data-bbox="1111 663 1789 711">Reducing water and air pollution</p> <p data-bbox="1077 852 1827 954">Increasing the tourist attractiveness of the area</p> <p data-bbox="1077 1056 1821 1222">Involvement in a local network of farmers: learning opportunities and lobbying power</p>

*Source: INEA (2012) – data collected through interviews with farmers*

# The results

## ✓ Farm level

- ✓ Pro-active engagement of farmers: new approach to innovation
- ✓ Lower residues of pesticides (ASSAM, analysis of fruits samples): effects on farmers' motivations and behaviours

## ✓ Territorial level

- ✓ Participation of almost 100 farmers corresponding to 560 hectares cultivated with IPM techniques (68% of the targeted area), green cover in 270 ha
- ✓ Environmental (and knowledge!!!) effects at territorial scale

## ✓ Institutional level

- ✓ Capacity-building
- ✓ Development of other territorial agreements in the region (Area Programme for Biodiversity, launched in 2011)



# The main factors of success

- ✓ Well defined farming system
  - ✓ Farms size, specialisation in fruit production, intensive agriculture
- ✓ Social capital
  - ✓ Local leadership (ASSAM technician), small group of motivated farmers (*Nuova Agricoltura*), traditions of cooperation
- ✓ Policy integration
  - ✓ Involvement of a broad set of private and public stakeholders, pre-existence of a broader territorial project (Valdaso Project), AEA foreseen in the regional RDP
- ✓ Involvement of a public extension service

# Limitations and barriers

- ✓ Free riding
- ✓ Monitoring and evaluation
- ✓ Lack of integration with marketing initiatives
- ✓ Institutional support
  - ✓ Lack of devolution (provincial authority)
  - ✓ Delays of payments
- ✓ Higher transaction costs

# Policy recommendations

- ✓ **Stronger involvement of local actors**
  - ✓ Private/public advisory systems
  - ✓ Sub-regional actors (local institutions, farmers associations)
  
- ✓ **Flexibility, targeting and adequate level of payments**
  - ✓ Eligibility/application (NVZ)
  - ✓ Territorial scale of implementation coherent with the ES
  
- ✓ **Support for local institutions/associations**
  - ✓ Cover the higher transaction costs (coordination, management)
  - ✓ Institutional support and devolution of power and responsibilities
  - ✓ Stronger support to the creation of associations and partnerships

*Thank you for your attention*

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