



HAFL Bern, April 8th 2016

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THREE YEARS WITH RISE IN DENMARK



2012:

Climate
protection

Leisure

Water
protection

Animal
welfare

Biodiversity

Solvency

Lower
costs

High yields, high
performance

Soil fertility

Quality



What is relevant? What has priority?
How to bring sustainability „down to Earth“?

2012: The organic farmers' organization made sustainability part of their strategy

They asked us :

- What is sustainable farming?
- Please develop an analysis tool
- We want to obtain documentation for sustainability in organic farms
+ documentation for development over time.



THE STOAS PROJECT

SUSTAINABILITY TRAINING FOR ORGANIC ADVISORS

- 2012 to 2013
- Organic farm advisers from seven European countries
- Comparing sustainability assessment tools at diverse farms across Europe.



THE STOAS PROJECT

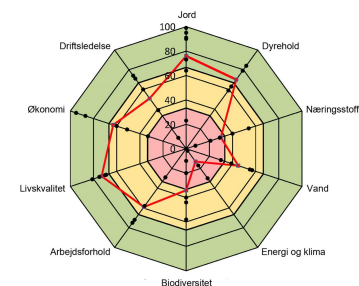
SUSTAINABILITY TRAINING FOR ORGANIC ADVISORS

RISE turned out to be the most usefull tool in Denmark:

- Excellent platform
- Easy to access and use
- Possibility to consider Denmark as a region in the world with its own, relevant benchmarking data



WHY RISE?



- Scientifically based and described
- Good manuals
- The RISE team were ready to help – every day
- They are constantly developing the tool
- The possibility of influencing the development

WHY RISE?

Internationally acknowledged.

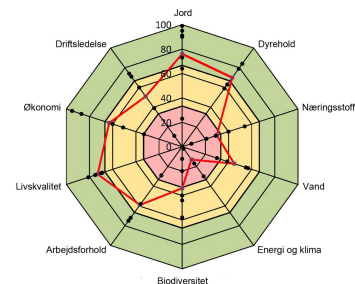
Many countries and languages.

The structure was ready for another country and language



WHY RISE ?

In Denmark, we have many quantitative, national databases with information on yields, nutrients in diff fertilizers, economics, water, death rates, medicine consumption, electricity etc.



These databases are useful as regional values in RISE

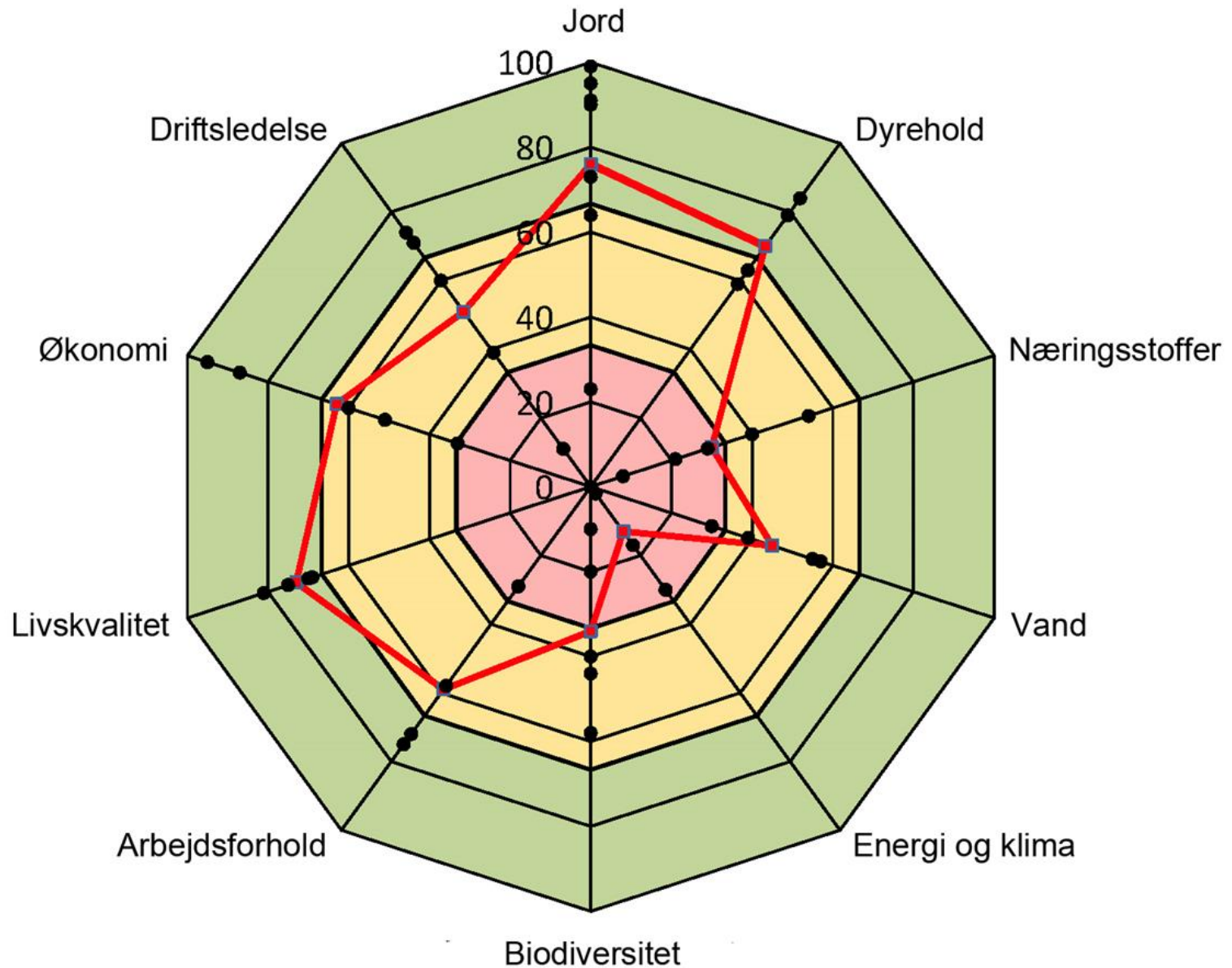
The adviser can find information about each farm before the visit and then check it with the farmer at the interview.

Then the farmer doesn't have to inform about things which he has already informed about.

And the RISE assessment is then based on the same values as used in other contexts - precision



SO WE STARTED TRANSLATING:



2014-15:

50 TEST ANALYSES

IN COOPERATION WITH 6 COMPANIES



FARMER'S REACTIONS AND EXPERIENCE

- No one ever asked me that question before!
- I haven't thought about that....
- Yes, it's true that everything has to be taken into consideration, even the social values!
- Finally I know my sustainability position!
- Now I can prioritize. This offers me focus!
- Other indicators should be developed and adapted to Nordic conditions!
- This is good for my image

**WE REALLY HAVE TO TAKE ALL THESE THEMES
INTO CONSIDERATION, IF WE WANT TO USE THE
CONCEPT**

“SUSTAINABLE FARMING SYSTEMS”

MASTER AND PHD

Ecological Indicators 66 (2016) 391–404

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journal homepage: www.elsevier.com/locate/ecolind



Assessing sustainability at farm-level: Lessons learned from a comparison of tools in practice

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ABSTRACT

In the past decades a wide variety of tools have been developed although multiple studies have compared tools on a theoretical basis. However, in practice, the tools are used in different ways, procedures and tools.

COURSE FOR PEOPLE FROM DEVELOPING COUNTRIES: SUSTAINABLE AGRICULTURE





**2016:
100 SUSTAINABILITY
ASSESSMENTS**

**THE GOVERNMENT
HAS PLANNED TO
FUND ASSESSMENTS
UNTIL 2019**

2016: ONE ADVISORY CENTER INVESTS IN S.A.

- Education of four sustainability advisers
- Marketing of sustainability assessments
- Marketing of sustainability strategies
- Using the assessments for stakeholder management





An assessment
lying in an office drawer
is of no use.



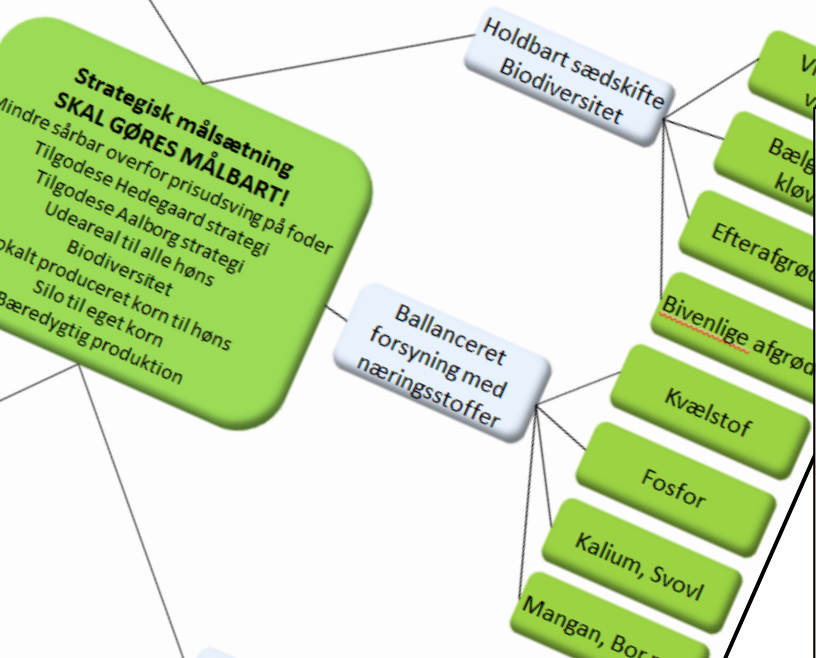
2015-2016: DYNAMIC STRATEGIES FOR SUSTAINABLE DEVELOPMENT ON ORGANIC FARMS

- Based on the results from the RISE analysis.
- the focus is on the farmers' personal resources, motivation and actual situation.
- Important persons in his environment are interviewed about him. Blind angels are found.
- 3meetings of 3hours involving two strategy developers and different advisers, depending on the needs.
- A series of detailed action plans for action in a sustainable speed.
- Frequent follow-up and adjustment of the action plans.
- New RISE assessment after 2 years.



FUTURE: INDIVIDUAL STRATEGIES

Bremerholm: Strategisk oversigtskort over
økologisk, bæredygtig planteproduktion
Hvad skal der til?



Vision for Nielsbygaard:
Et moderne økologisk bæredygtigt landbrug

Risbjerg landbrug,
september 2015

Mission

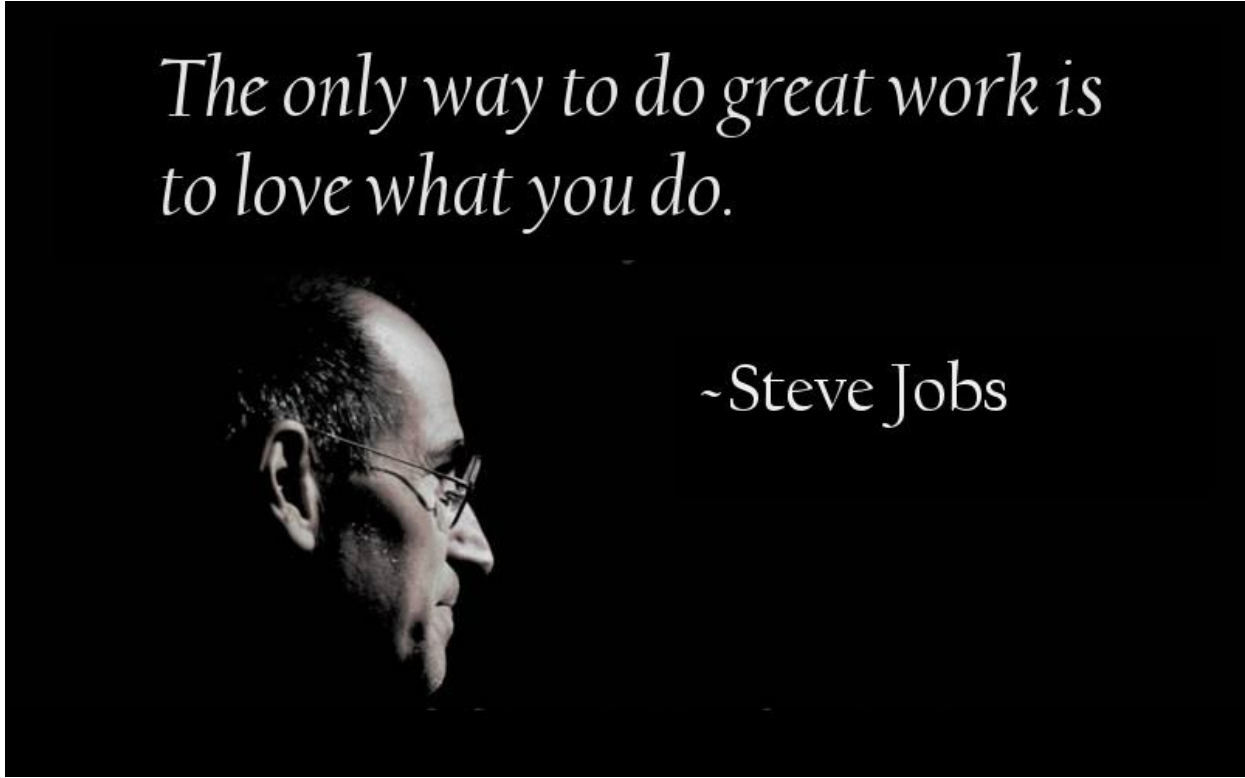
Vi har en økologisk svineproduktion med opmærksomhed på trivsel, sammenhæng i bedriften, mangfoldighed, natur, miljø og økonomi til glæde for dyr og mennesker.

Vision

Vi har en økologisk bæredygtig bedrift, der er økonomisk robust. Vi ejer jorden, og det samlede areal er ikke nødvendigvis større. Vi høster høje udbytter og har en høj selvforsyningsgrad af foder. Bedriften laver selv markarbejdet med egne maskiner. Vi har stadig grise og nogle, eller alle, er specielt produceret. Vores naturplan er implementeret. Medarbejderne trives, og deres potentialer kommer til udfoldelse.

*The only way to do great work is
to love what you do.*

~Steve Jobs



MOTIVATION

- There is a close connection between sustainability and motivation.
- It is our experience that there will only be **consistent** sustainable farming systems if the strategies and the actions are pervaded with motivation.

THE HUMAN FACTOR IN DEVELOPING SUSTAINABLE AGRICULTURE

- The teacher – the school – the educational system
- The adviser – his boss
- The bank
- The consumers (Randi)
- The nature freaks
- And the farmer
 - Background (e.g. carpenter...complex background)
 - Interests
 - Readiness to changes
 - Resources



Consumer Insights into Sustainable purchasing

iStock_000000096790Medium.jpg



The average annual growth rate of products certified under “eco-labels” or voluntary sustainability standards (VSS) across all commodity sectors in 2012 was a stunning 41%

Source: United Nations Forum on Sustainability Standards, 2014

SSI report 2014:

Average criteria coverage of voluntary sustainability standards **is declining** as standards target mainstream markets:

Newer, mainstream-oriented standards apply criteria of **reduced depth and breadth** as a means for allowing for more rapid uptake.

OUR GOAL IS DEVELOPMENT IN A SUSTAINABLE DIRECTION

- **Not reduced depth**
- **Not some sort of wanna-bee label**

PRIVATE PRODUCTION STANDARDS



RANDI FRIIS HANSEN, SEGES

2016-17:

How to make sustainable agriculture
a competitive advantage using RISE



FUTURE: COOPERATION WITH OTHER ANALYSIS TOOLS

- Calculation variants - or - Direct import of results from Danish Arla Climate analyses on dairy farms.
- Create shortcuts for direct inputs of data from Danish databases: Accountancy, consumption of electricity, water, etc., field size and crops, animal productivity, medicine, “death rate”...



Thank you for your attention

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