



Se "European Agricultural Fund for Rural Development" (EAFRD)

Pitfalls and hints – how to make the most of your RISE work



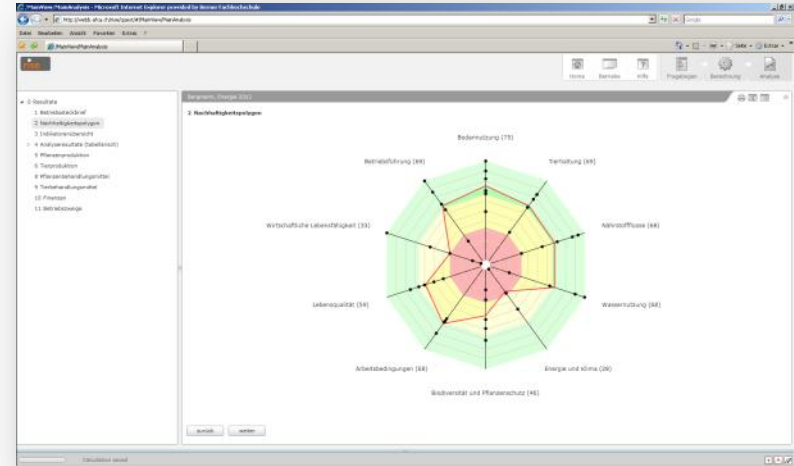
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1) Communication

- 1. Fair and correct communication (Code of Conduct) => mutual trust is built or maintained => pre-condition for improvement**
- 2. Successful communication => farmers gain useful and/or interesting knowledge => measures taken to enhance sustainability**

Process and impact of a RISE analysis



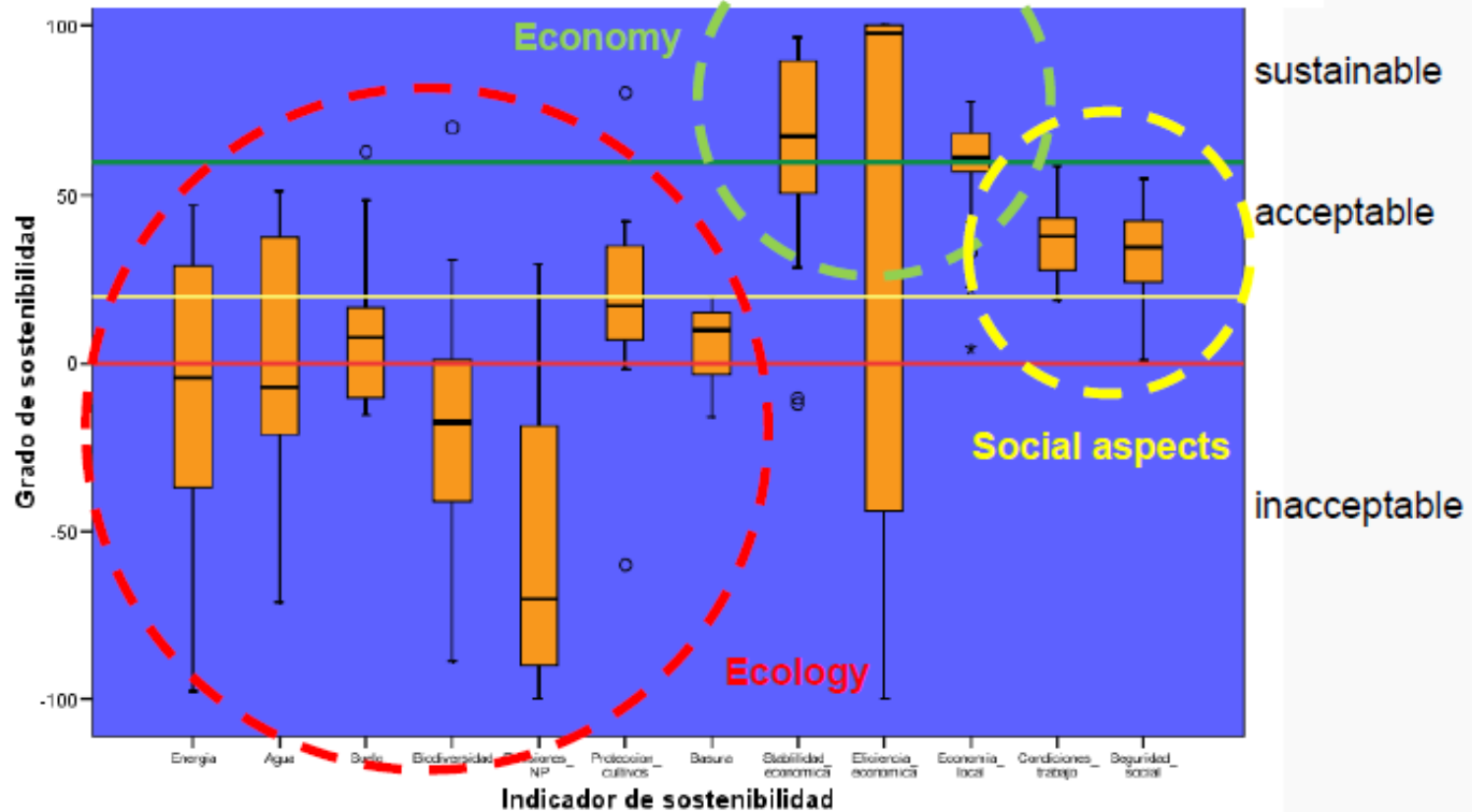
MANUAL PARA LA EVALUACIÓN DE INDICADORES DE SUSTENTABILIDAD AMBIENTAL EN PREDIOS LECHEROS

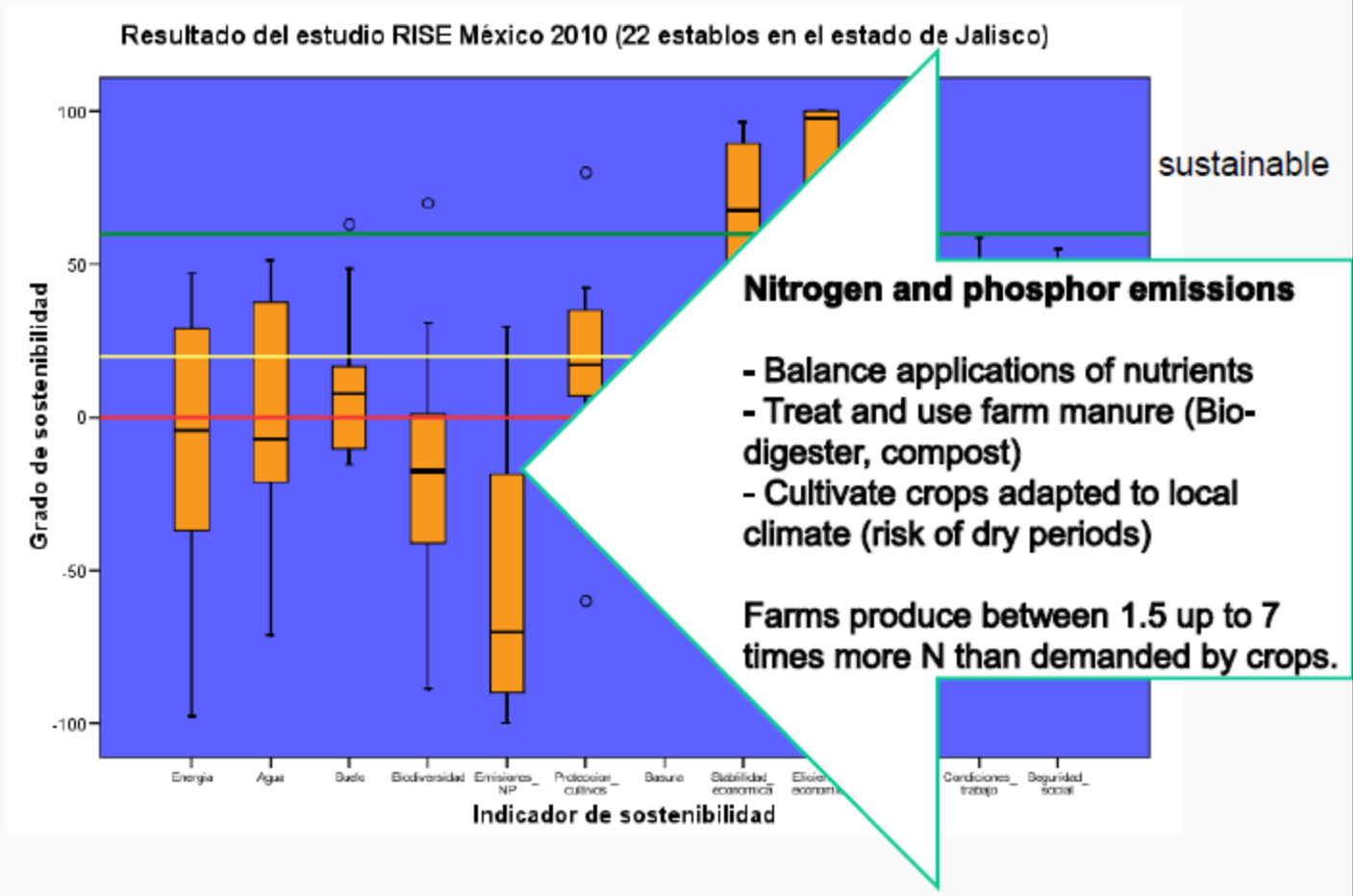
Nestlé está implementando en conjunto con sus lecherías un sistema de estímulos que contribuya a reorientar sus lecherías. El objetivo es incorporar el tema ambiental, con el fin de obtener una producción altamente competitiva, que permita enfrentar los desafíos de la producción láctea y



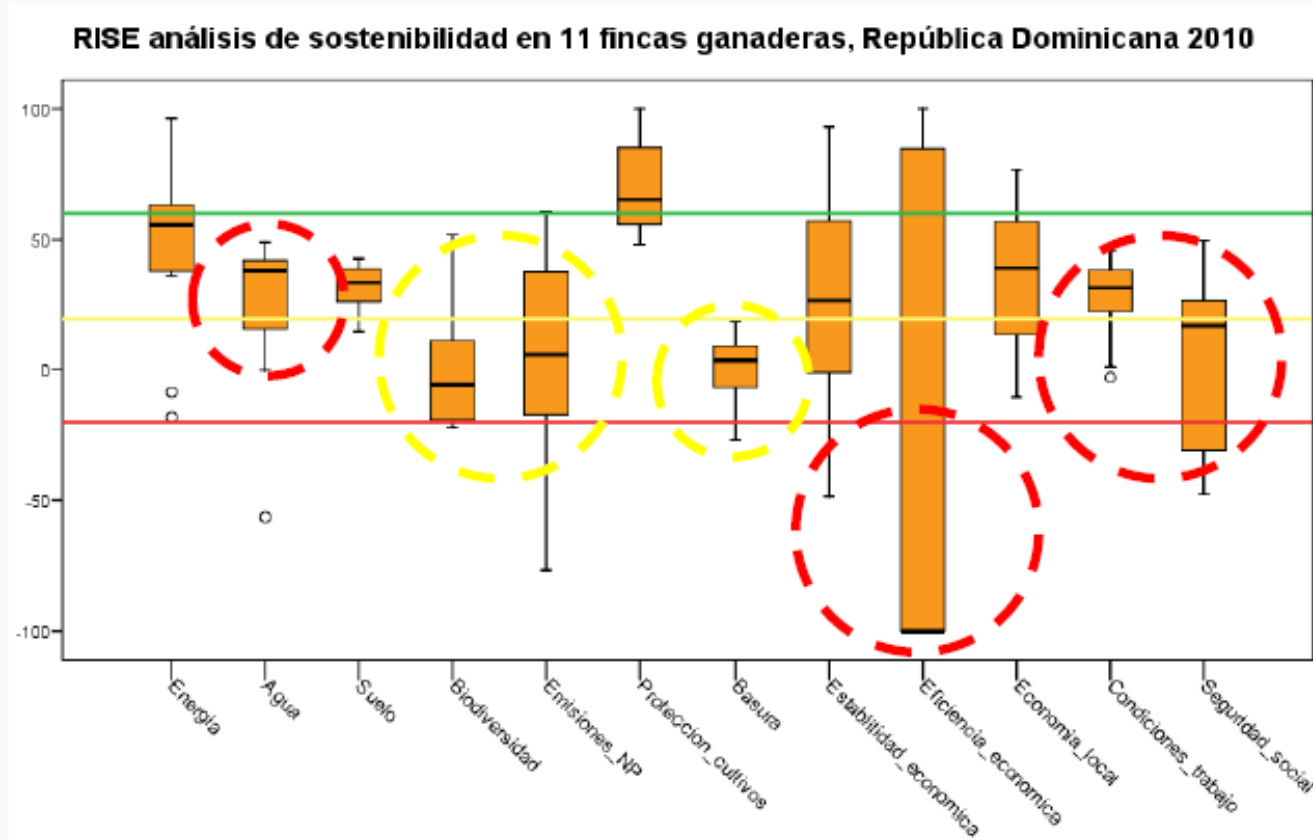
Visualisation: more than a polygon

Box-Plot of results (22 farms, Mexico 2010)

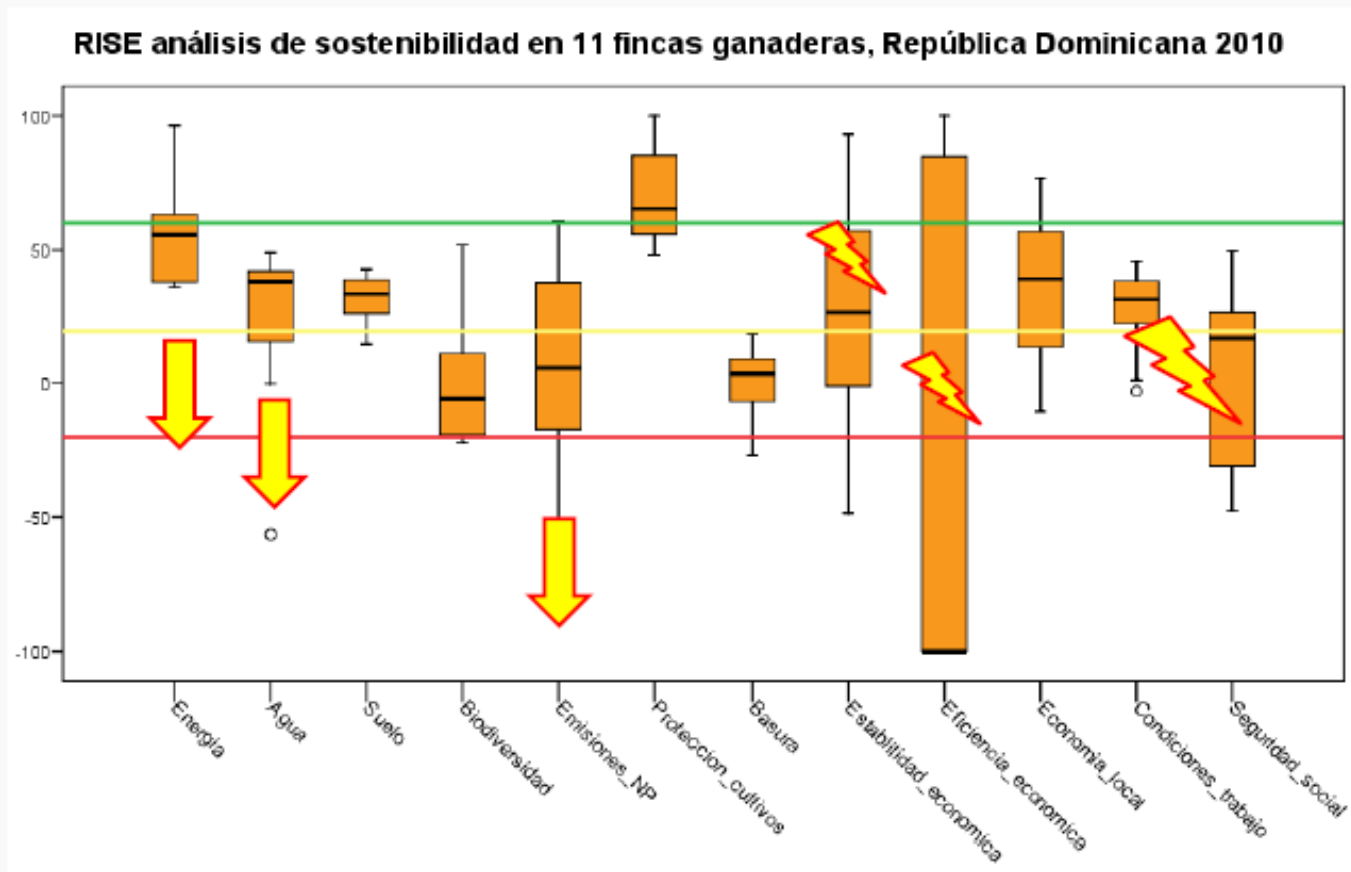




Priority areas for intervention

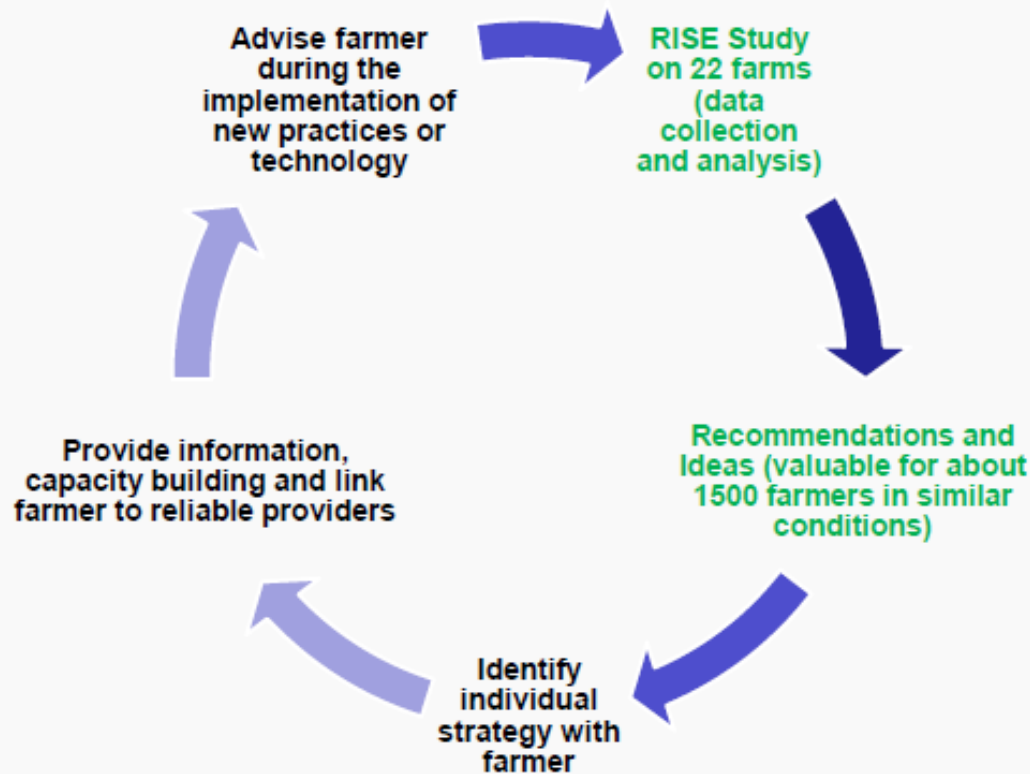


Risks and tendencies for growing farms

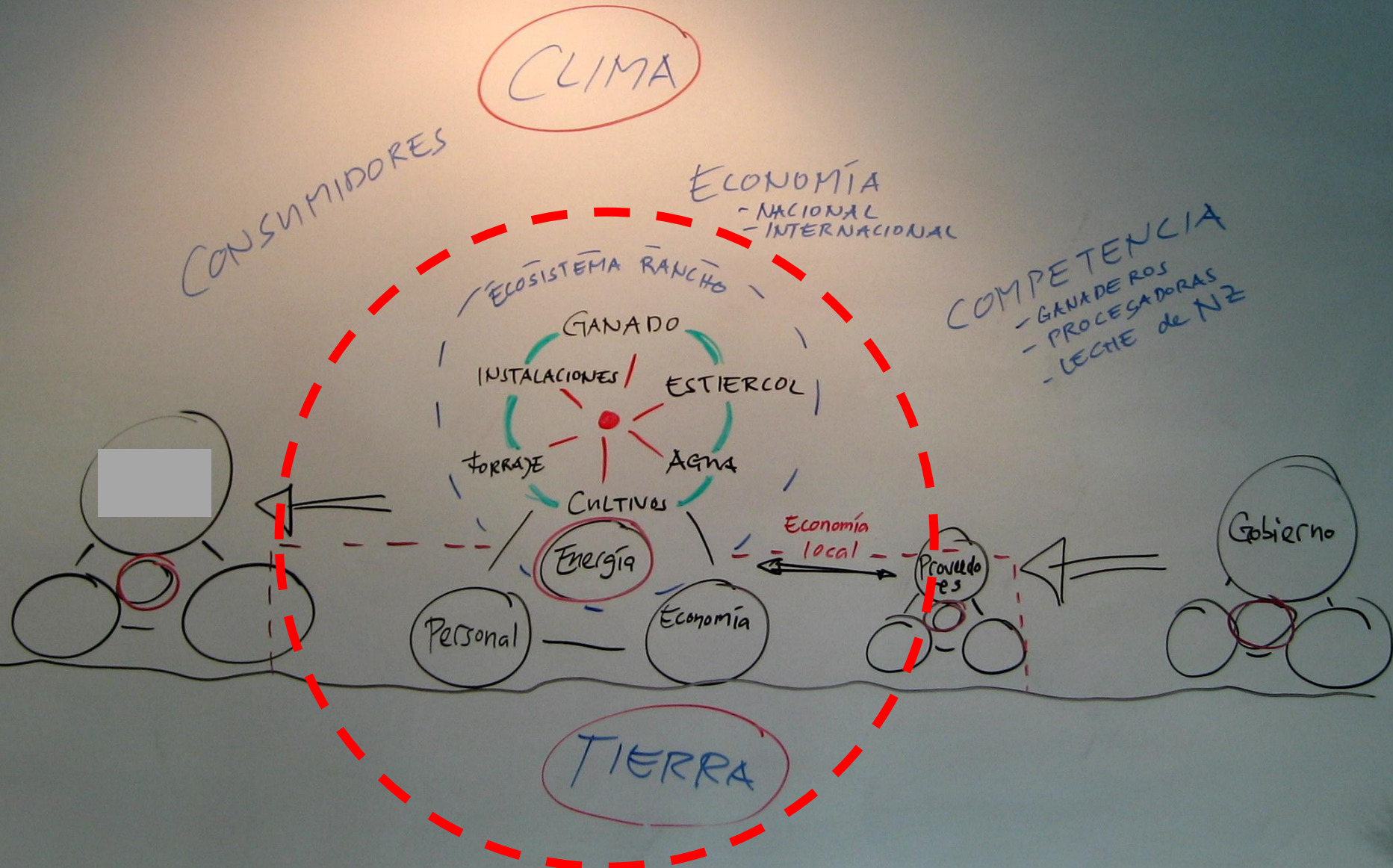


Linking RISE results and follow-up process

First steps towards a sustainable milk production



Context matters



Analysis of a sample of 11 farms out of 1200 in the Dominican Republic

Description of an average farm analyzed:

35 ha

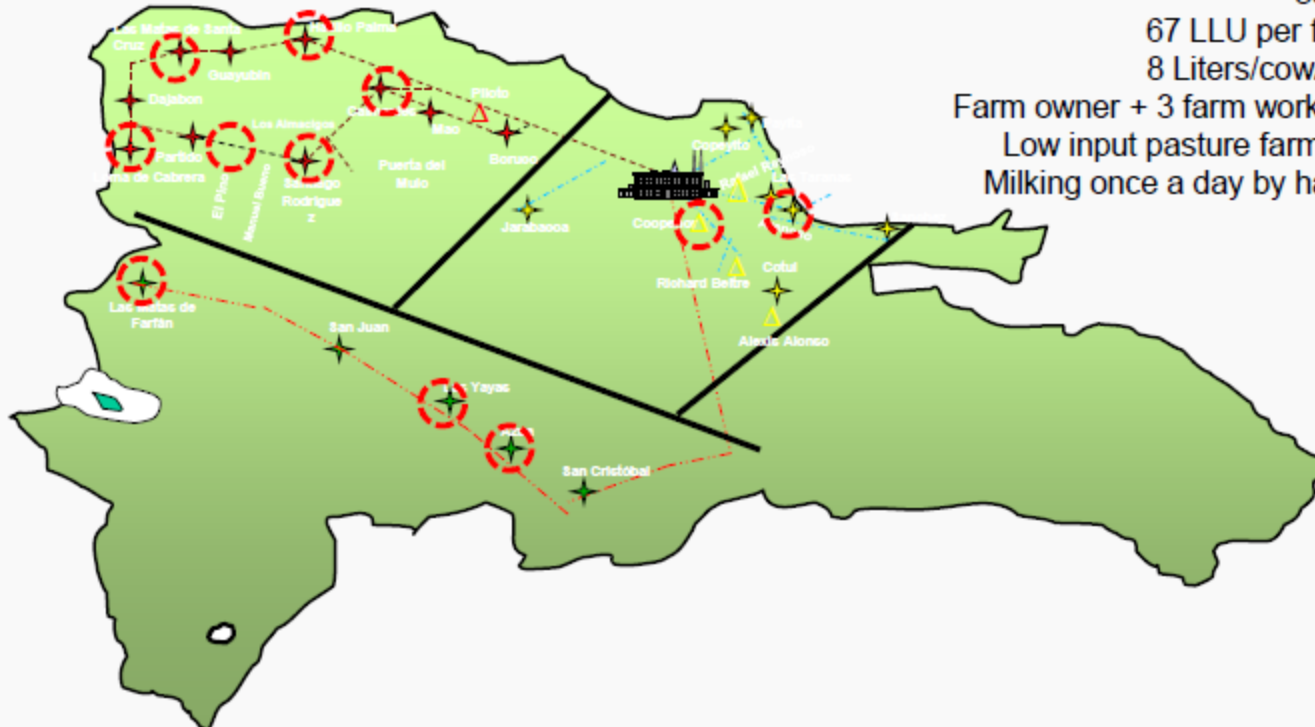
67 LLU per farm

8 Liters/cow/day

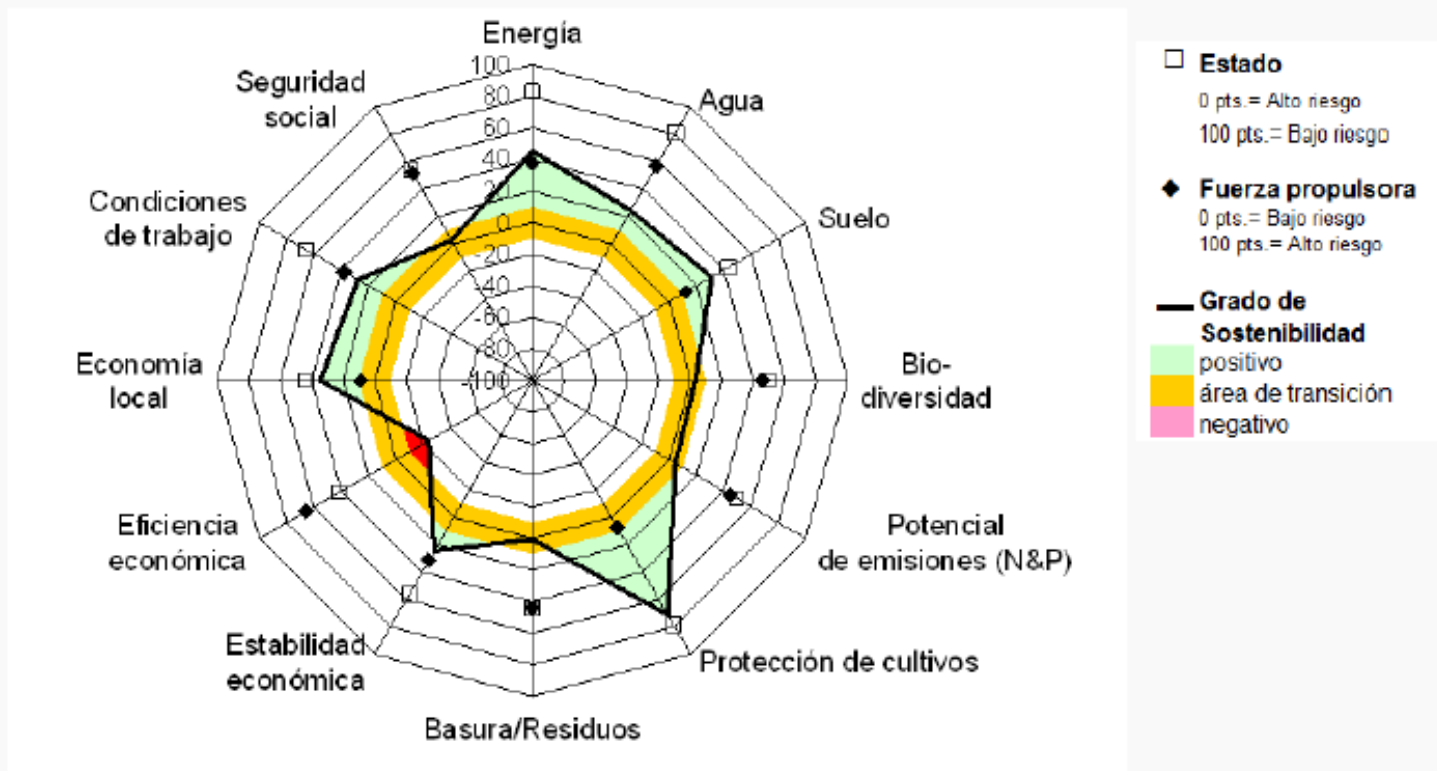
Farm owner + 3 farm workers.

Low input pasture farming.

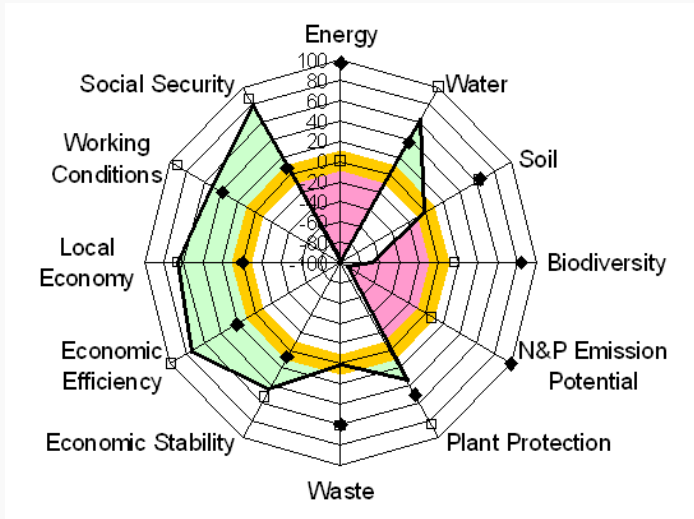
Milking once a day by hand.



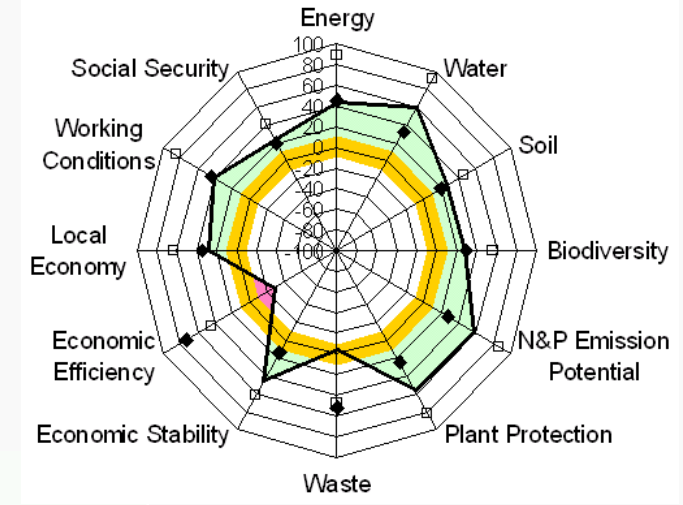
RISE polygon of 11 farms (average)



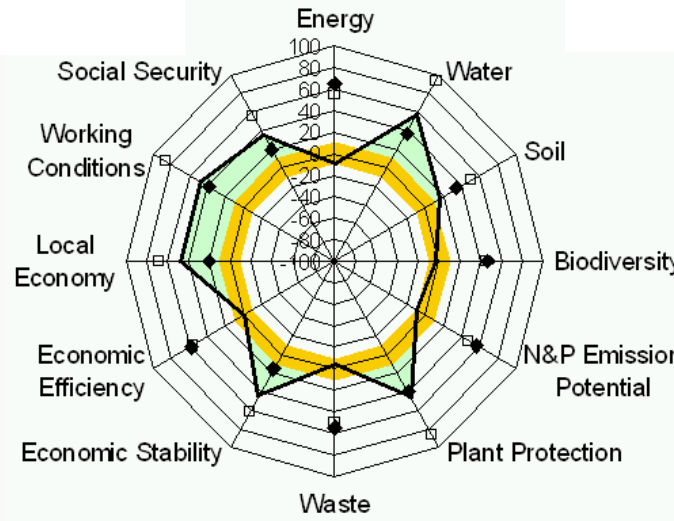
The curse of aggregation...



Torreón



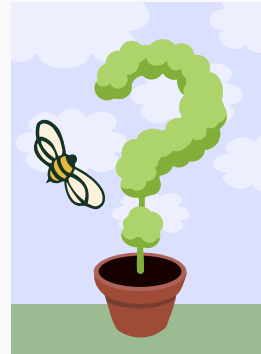
Chiapas



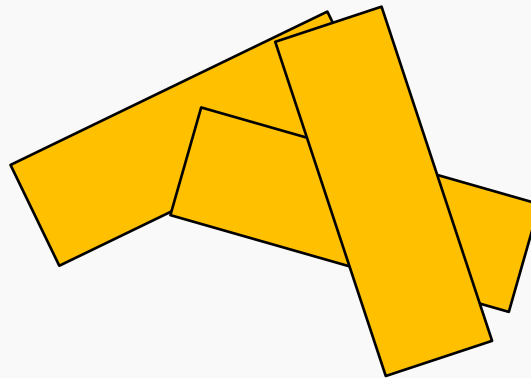
Aggregate



2) Context



Factors from the environmental, political and societal context that influence farm sustainability





Dairy farm in the Punjab, India. Well managed, modern, profitable and a socially engaged farmer. BUT what happens to male calves? And why?



Organic apple production in Turkey. Normal farm, no ecological or social problems. BUT why are there no precise figures on farm area?



Dairy farm in North China. Even motivated, educated farmers keep more than 20 cows on few hectares of land. Why?

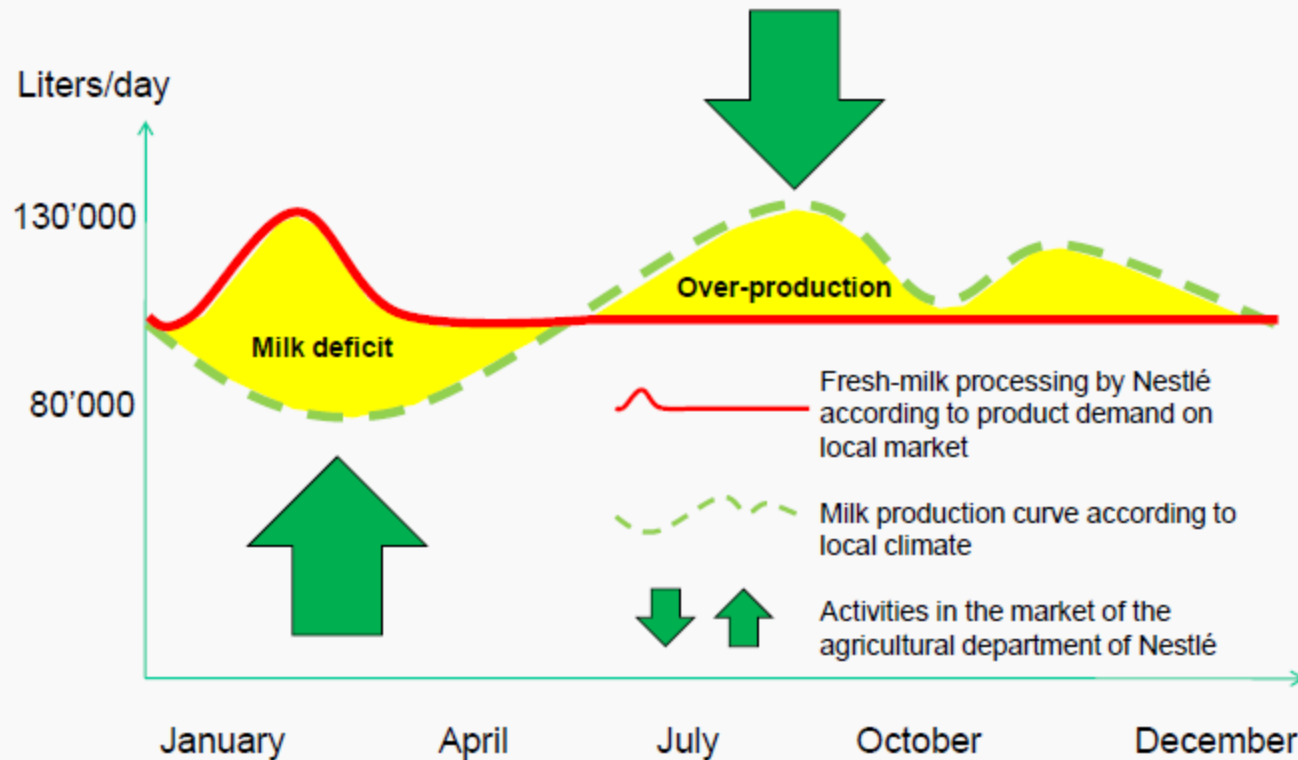


**One farmer insists
he can only work
with dehorned
cows.**

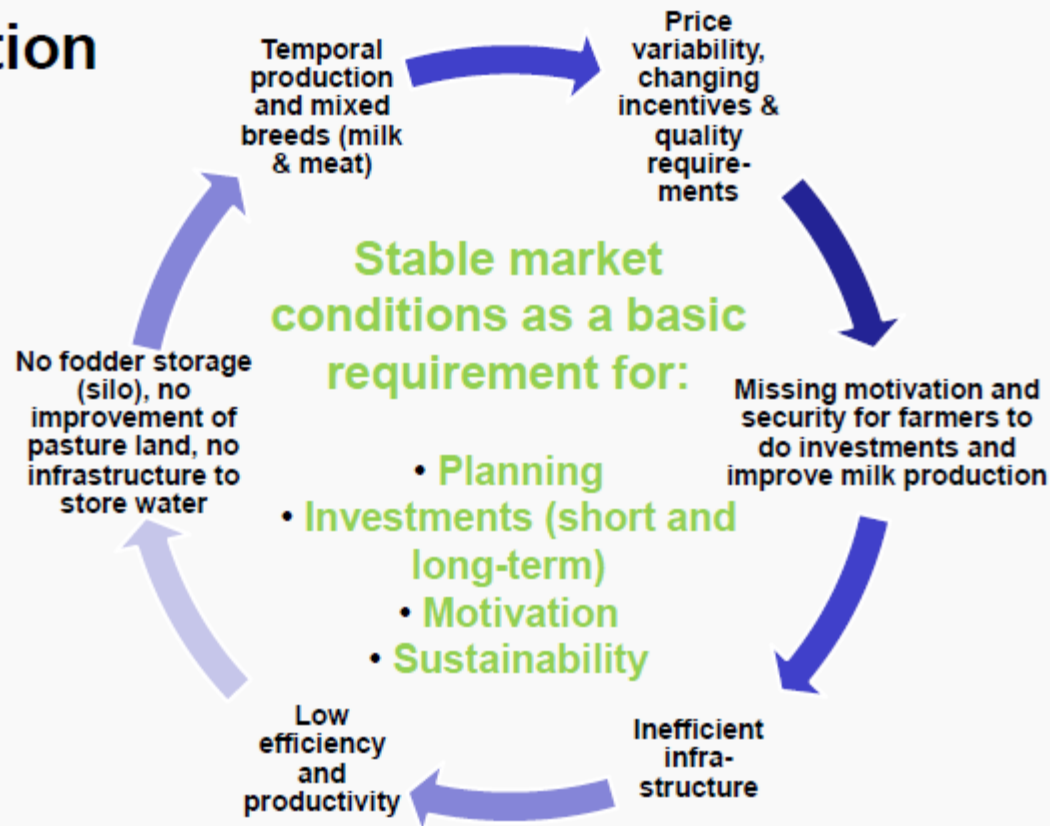
**For his neighbor,
dehorning is
inacceptable.**

For what reasons?

Annual cycle of fresh milk production and demand



The vicious circle of an instable market situation



The vicious cycle of bad working conditions

