



Merit based income from sustainable land management in mountain farming



Farmers' perceptions and motivations regarding result-oriented measures

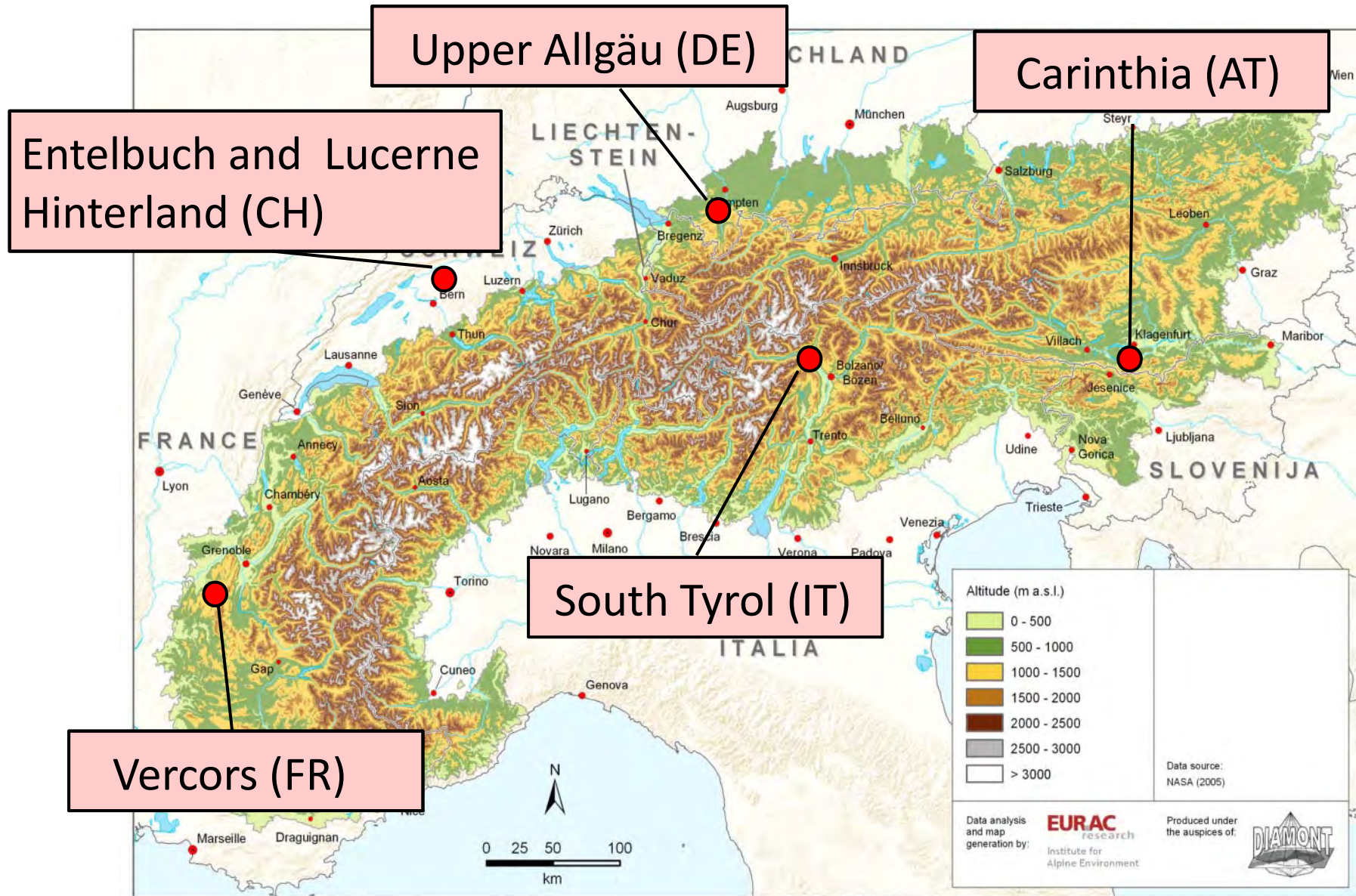
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ISARA Lyon, France

User forum - Vienna 13 October 2015



Study areas



Interviews with farmers

Germany 15
France 15
Austria 14
Italy 14
Switzerland 21

Total: 79



Farm Questionnaire WP 2

A. General Information

Date of the interview:

Name of person(s) performing the interview:

Name of the interviewed person:

Telephone number:

Name of the farm:

Location of the farm:

- Address:
.....
- GPS coordinates (main building of the farm, *if not already available*):
- On which altitude (m above sea) is your main farm:m

The farm

How large is the utilized agricultural area:ha

How much arable land you have presently:ha

How much permanent grassland you have:ha

Of which is rentedha

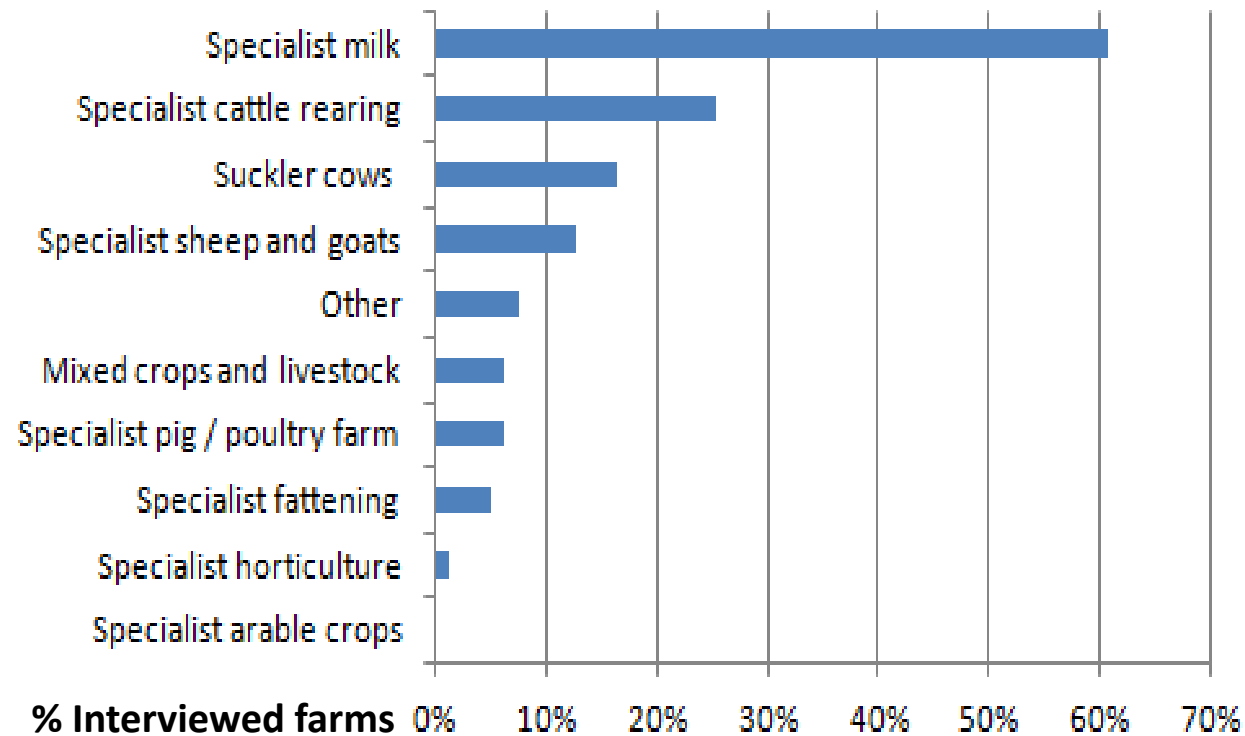
Of which is rentedha

How much of your agricultural areas are 18-35 % steep: ha

How much of your agricultural areas are over 35 % steep: ha

What is your farm type?

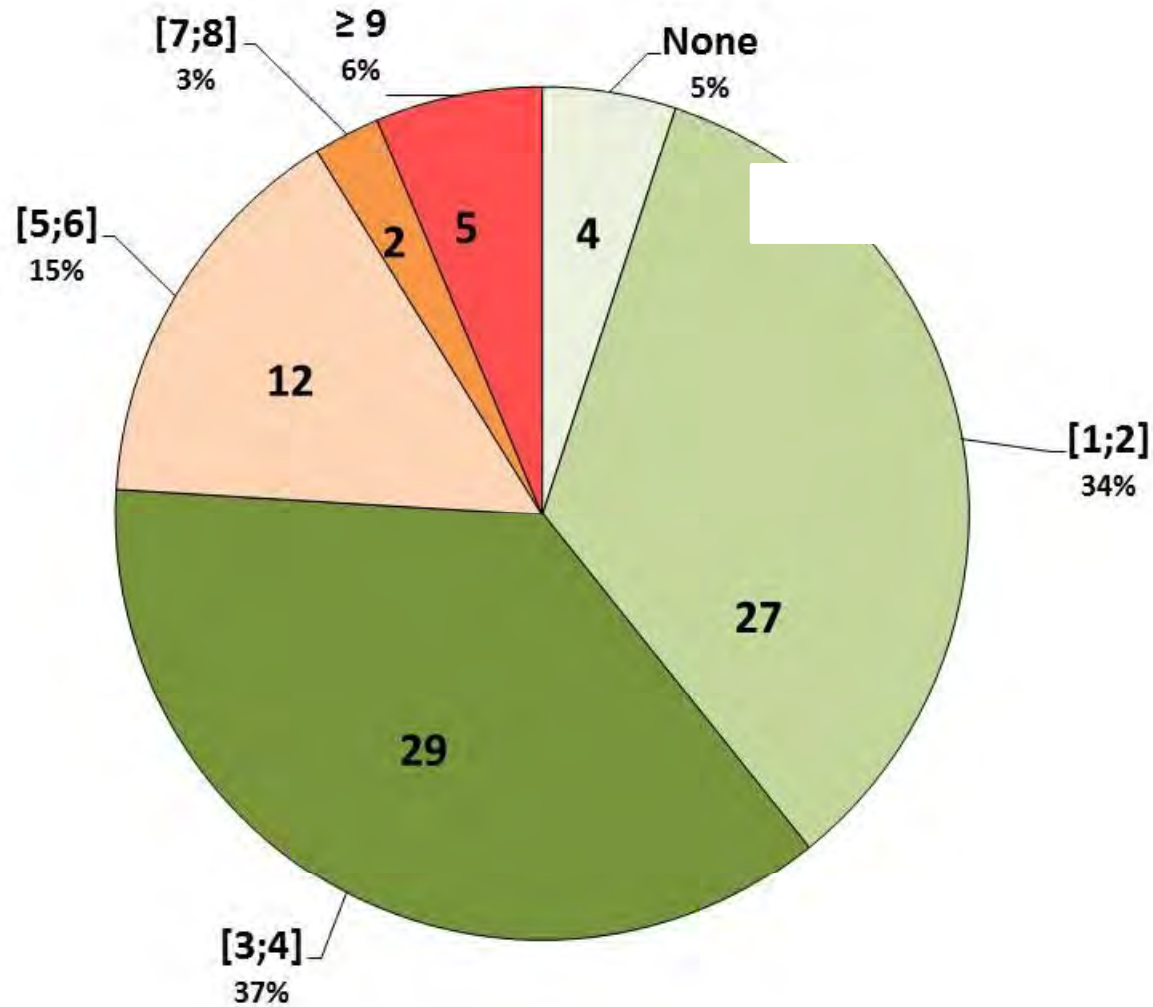
Main type of production



Some farms combine several production types

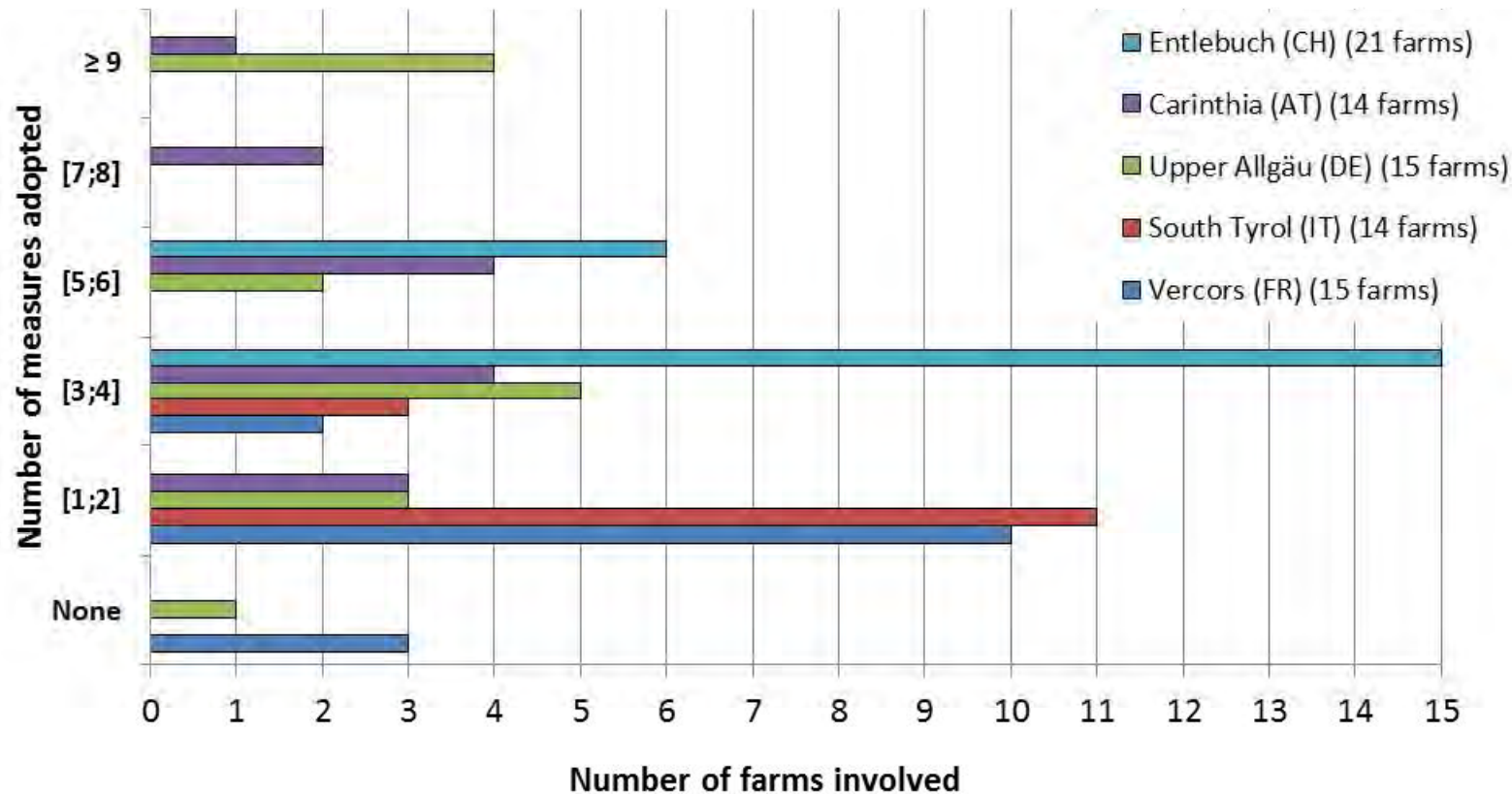
- milk production 61% (Germany leader 93%)
- cattle rearing 25% (most of them located in Italy)
- Combined cattle milk, rearing and fattening 16% (most of them in Austria)
- sheep and goats 13% (most of them in France)
- specialists pig and poultry 6% (all of them in Switzerland)

Adoption of agri-environment measures in 2014



[1;2] means for example 1 or 2 measures adopted on the farm

Adoption of agri-environment measures in 2014 per country

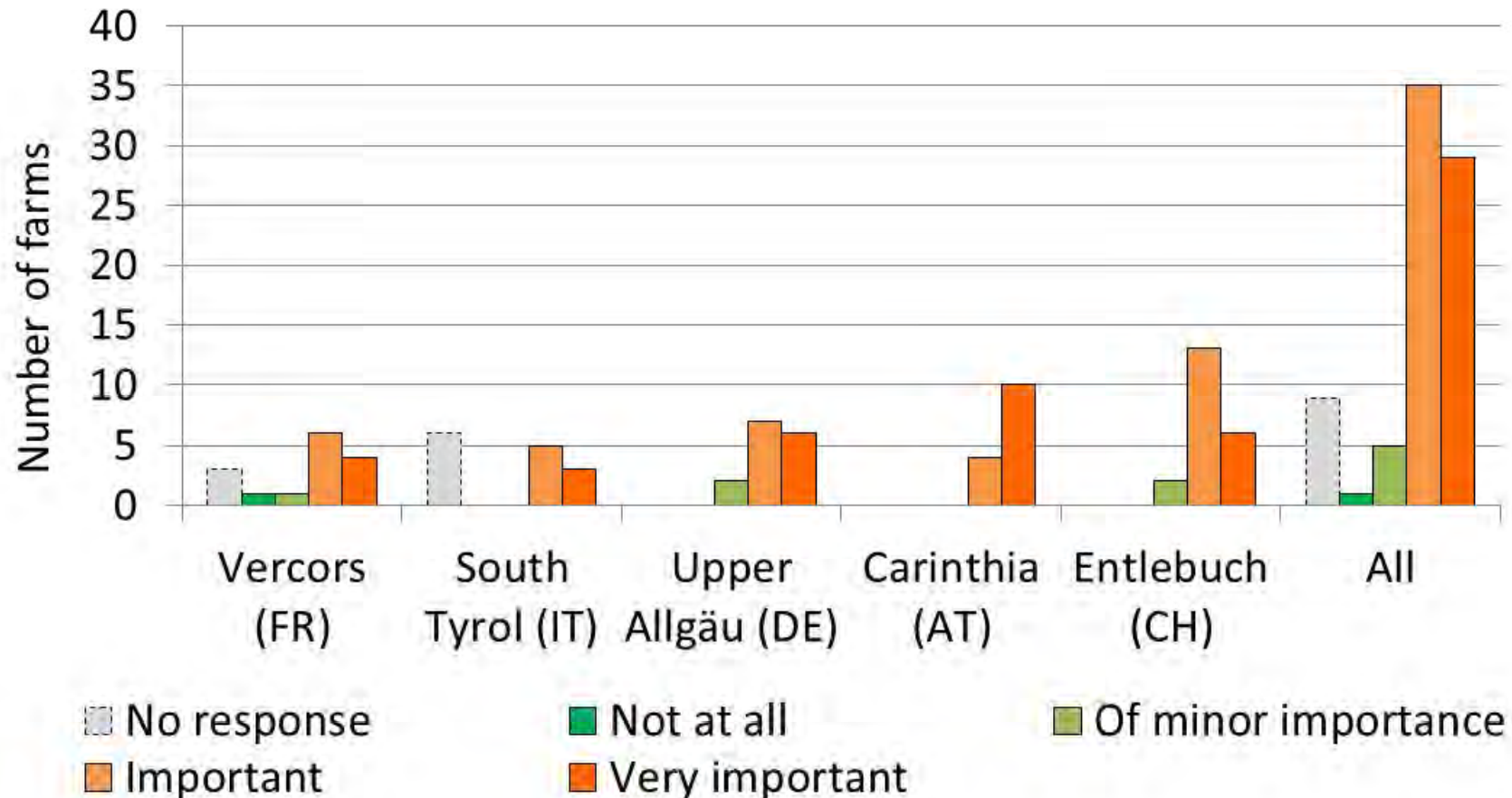


FRENCH AND ITALIANS HAVE LESS THAN GERMANS, AUSTRIANS AND SWISS ON AVERAGE.

The latter three have often very specific measures.

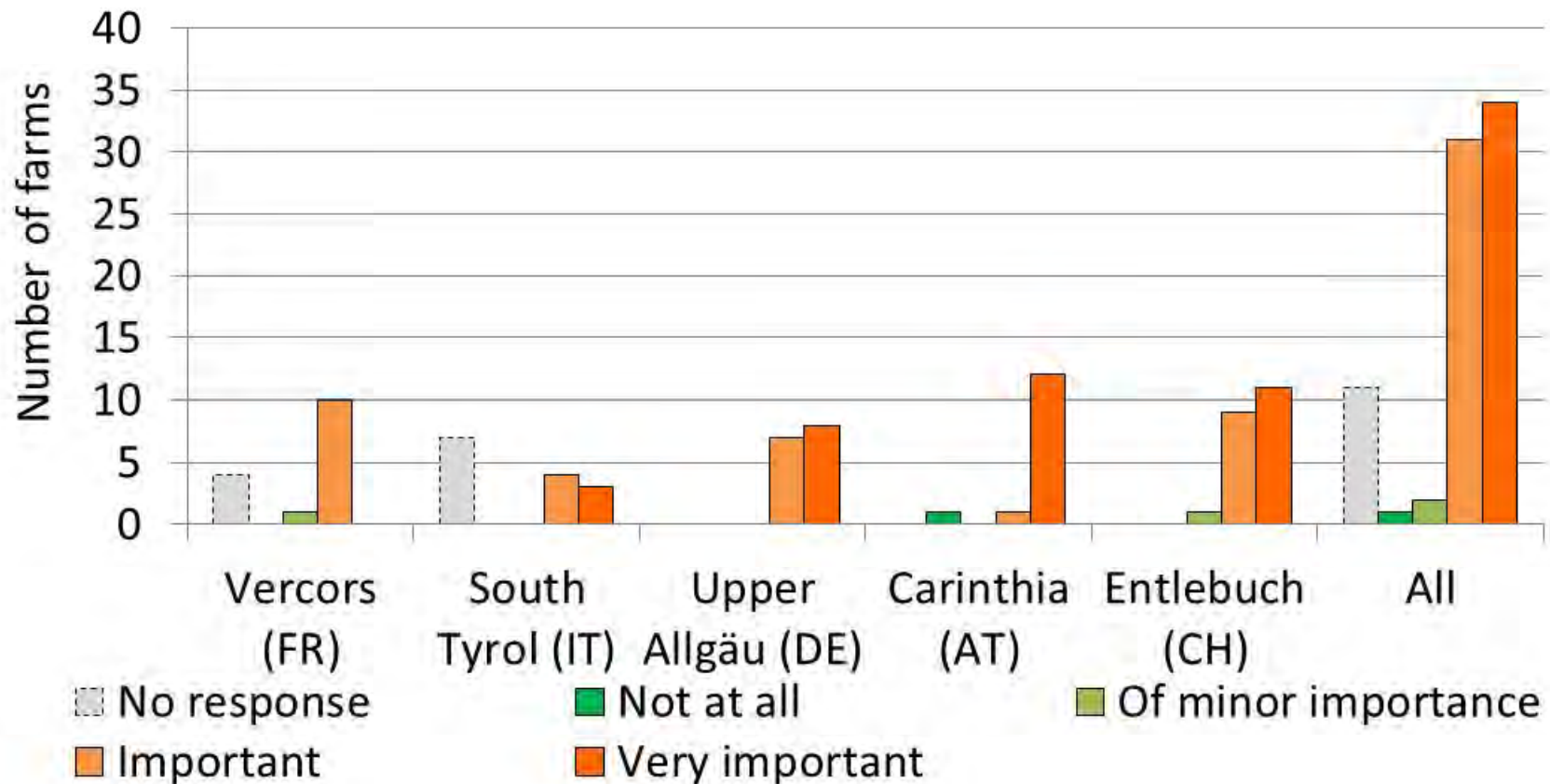
- 37 % have contracted result-oriented measures (only Switzerland, France).

Economic interest as motivation for being involved in agri-environment measures



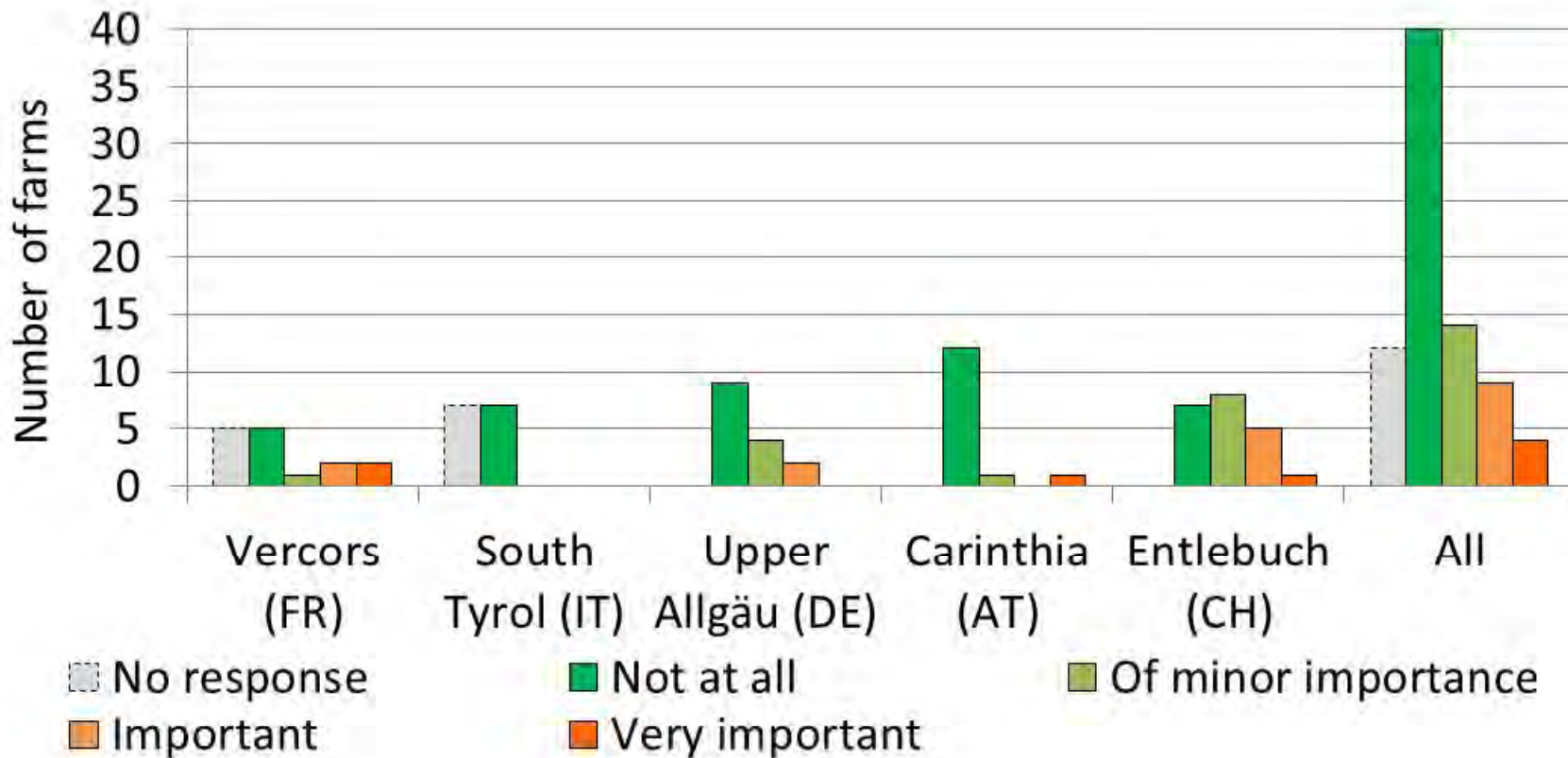
- Economic interest is of high importance for the large majority of farmers

Preservation of natural environment and natural heritage as motivation for being involved in agri-environment measures



- Preservation of natural environment and natural heritage is of high importance for the large majority of farmers

‘Because other colleagues are engaged too’ as motivation for being involved in agri-environment measures



- Engagement in agri-environment measures does not depend on what colleagues are doing.

Result-oriented measures



Farmers' statements regarding potential disadvantages with the implementation of result-oriented measures

Category Concerns and statements

- Difficulties**
- Responsibility on the farmer to manage his farm is already high
 - Working on obtaining results directly competes with production objectives
 - Causes higher workload to invest time in practices with no guarantee of achieving results
 - No guarantee that farmers will reach the pre-determined results
 - Results might be too specific
 - Results might be impacted by external factors (i.e. weather conditions, wild boar damage, or other animals)

Farmers' statements regarding potential disadvantages with the implementation of result-oriented measures

Category	Concerns and statements
Complications/ Bureaucracy	<ul style="list-style-type: none">• Not applicable or too complicated for temporary meadows• There might be not enough demand (i.e. meadows/ hectare) for these measures worth to develop them• Controllability or checkability of results would be difficult• Bureaucracy and more administrative burdens are major discouragement



Farmers' statements regarding potential disadvantages with the implementation of result-oriented measures

Category	Concerns and statements
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Risks	<ul style="list-style-type: none">Results could be unpredictable if farmers experiment with such new practicesRisk of growth of unwanted plants/flower speciesPotential loss of nutritional value of plants/productsFear of losing flexibility or independency to conduct practices depending on how the measures are defined
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Farmers' statements regarding potential disadvantages with the implementation of result-oriented measures

- Training/** . Farmers would need specialized training on how to reach results
- Education** . It would take a lot of time and energy for the farmer to educate themselves about biodiversity in relation to their farm ecosystems
 - . Local consultations might be necessary
- Costs** . The costs of implementing these measures would be too high for the government
 - . The delay between beginning the practice and seeing results is too long to wait to receive subsidies



Farmers' statements regarding potential disadvantages with the implementation of result-oriented measures

Although quite a lot of different constraints and potential problems were mentioned by farmers,

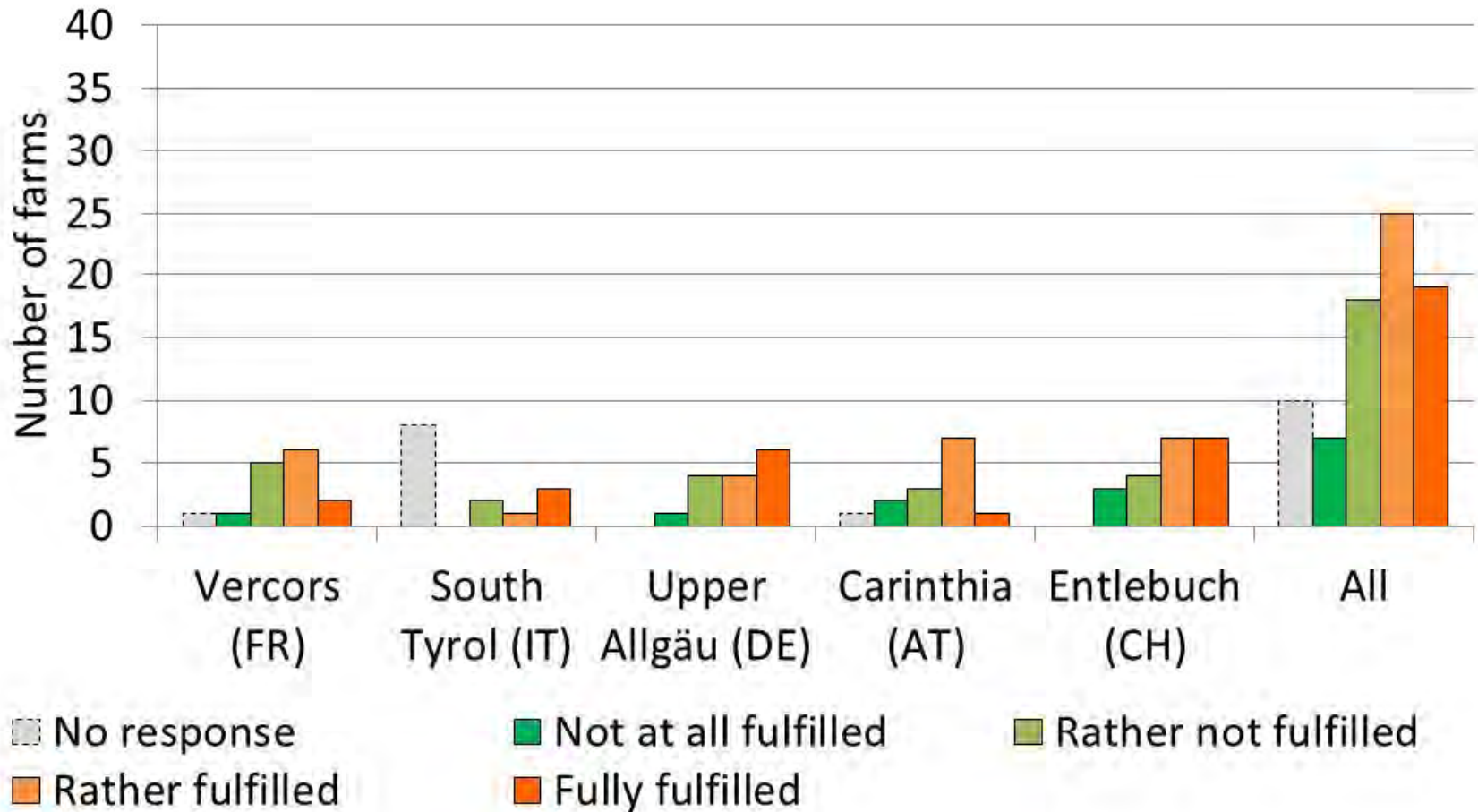
58 % stated that they would prefer a result-oriented approach

27 % favoured the measure-oriented approach

6 % have an equal preference for both approaches.

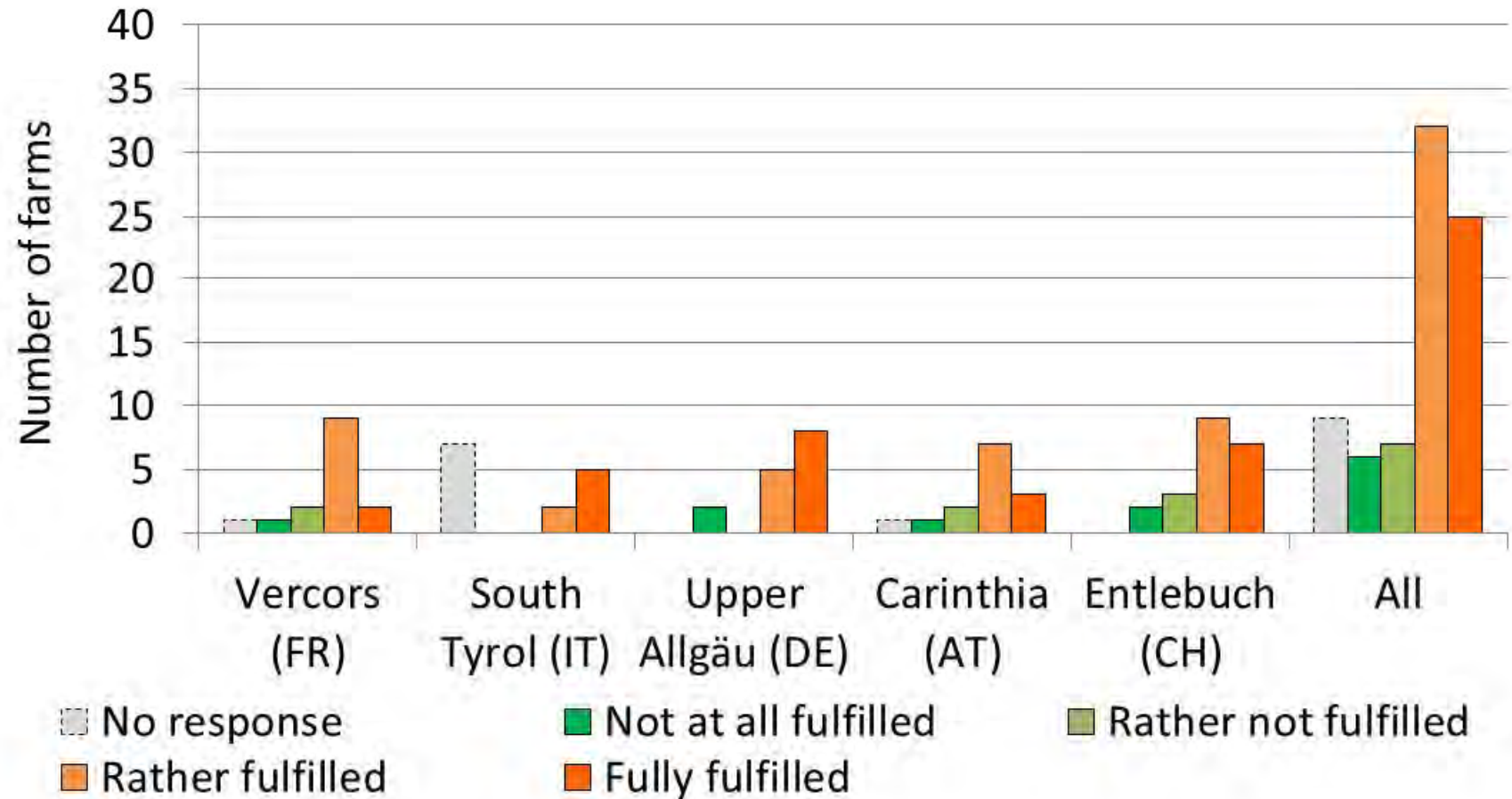


Farmers' opinions about if result-oriented measures can be implemented more easily



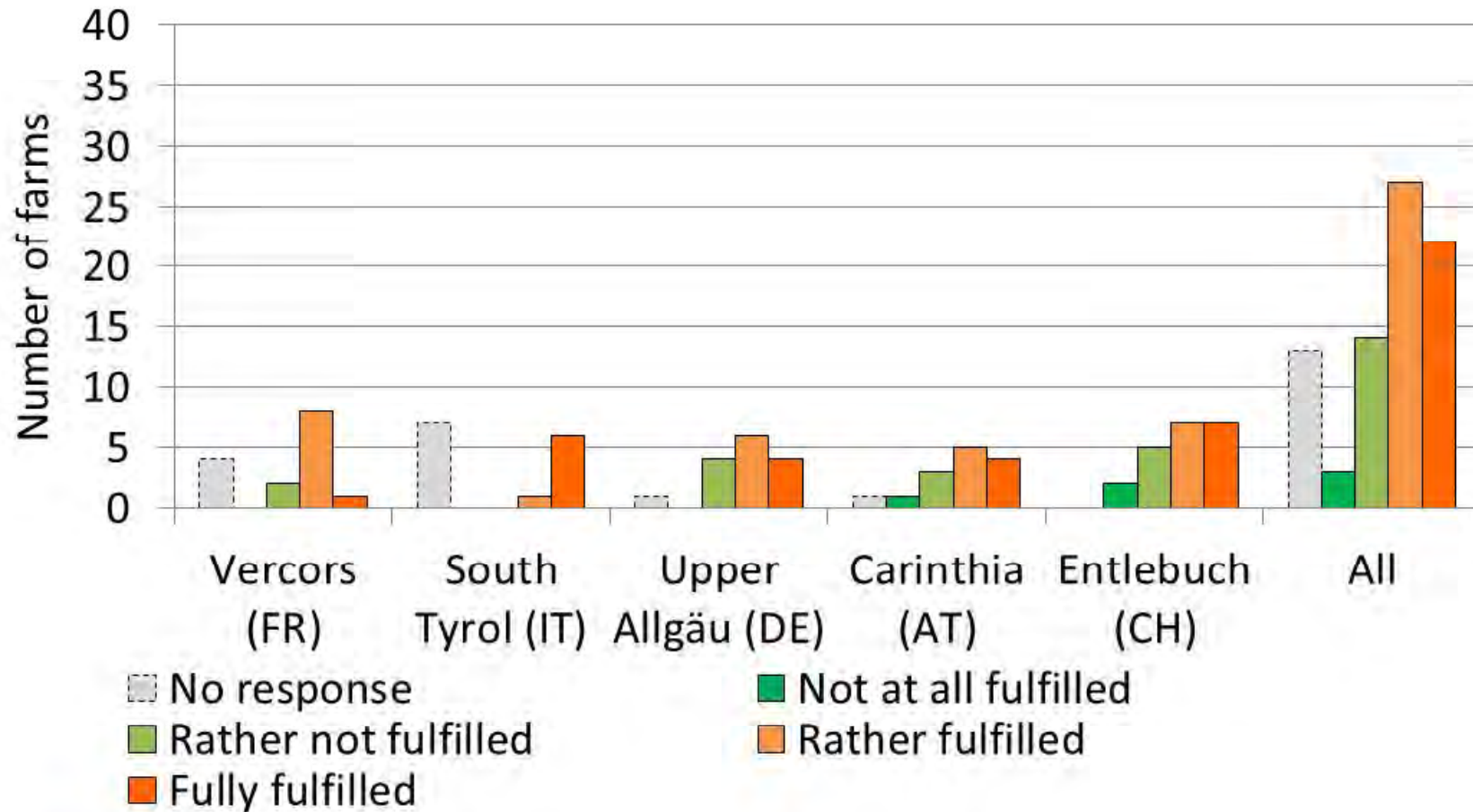
- A bit more than 50 % see a more easy implementation (compared to action-oriented)

Farmers' opinions about if result-oriented measures give more flexibility to adapt measures on farms



- Majority see more flexibility to adapt measures

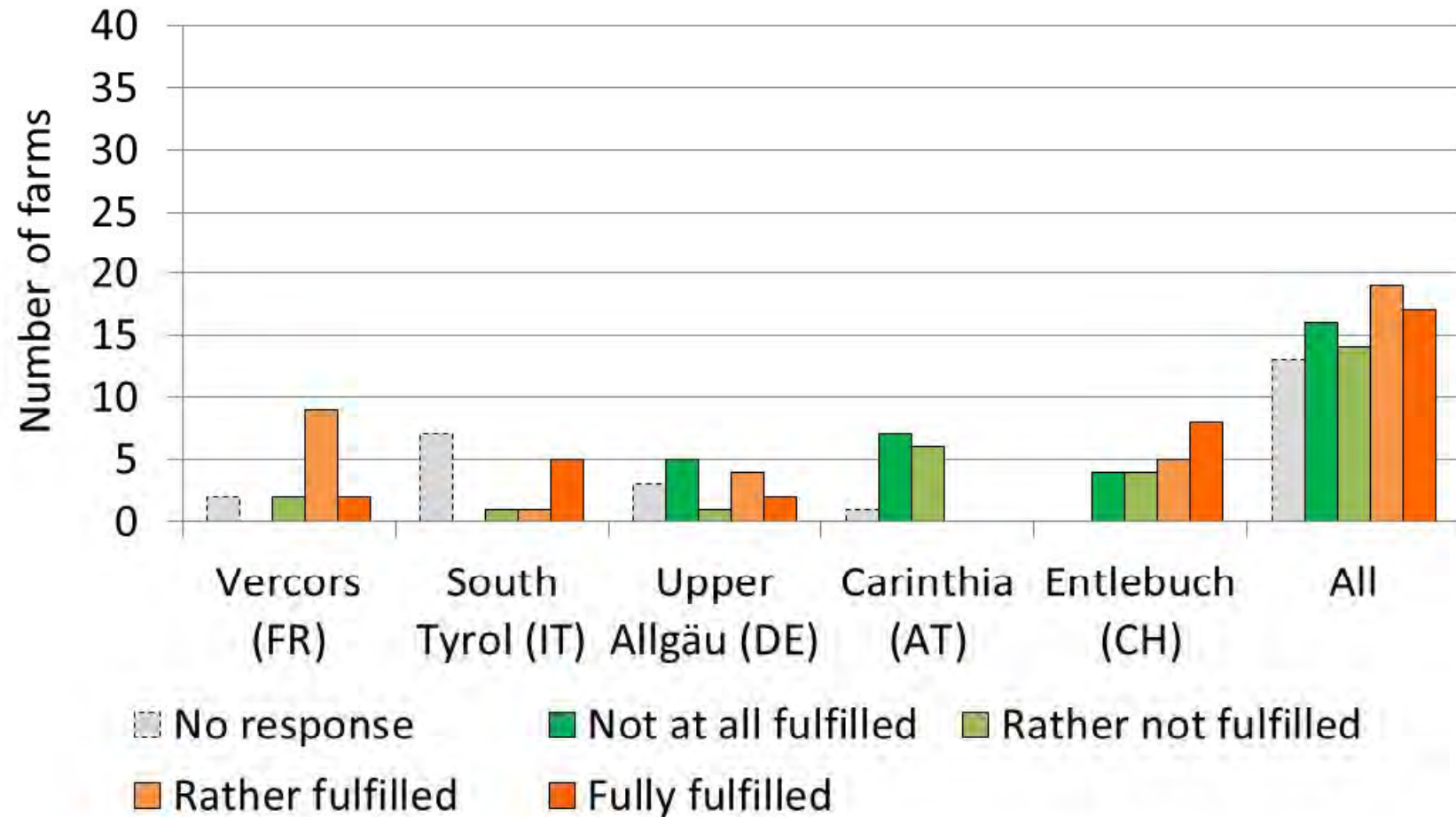
Farmers' opinions about if the result-oriented approach promotes more direct and efficient management of



- Majority see promotion of efficient biodiversity management

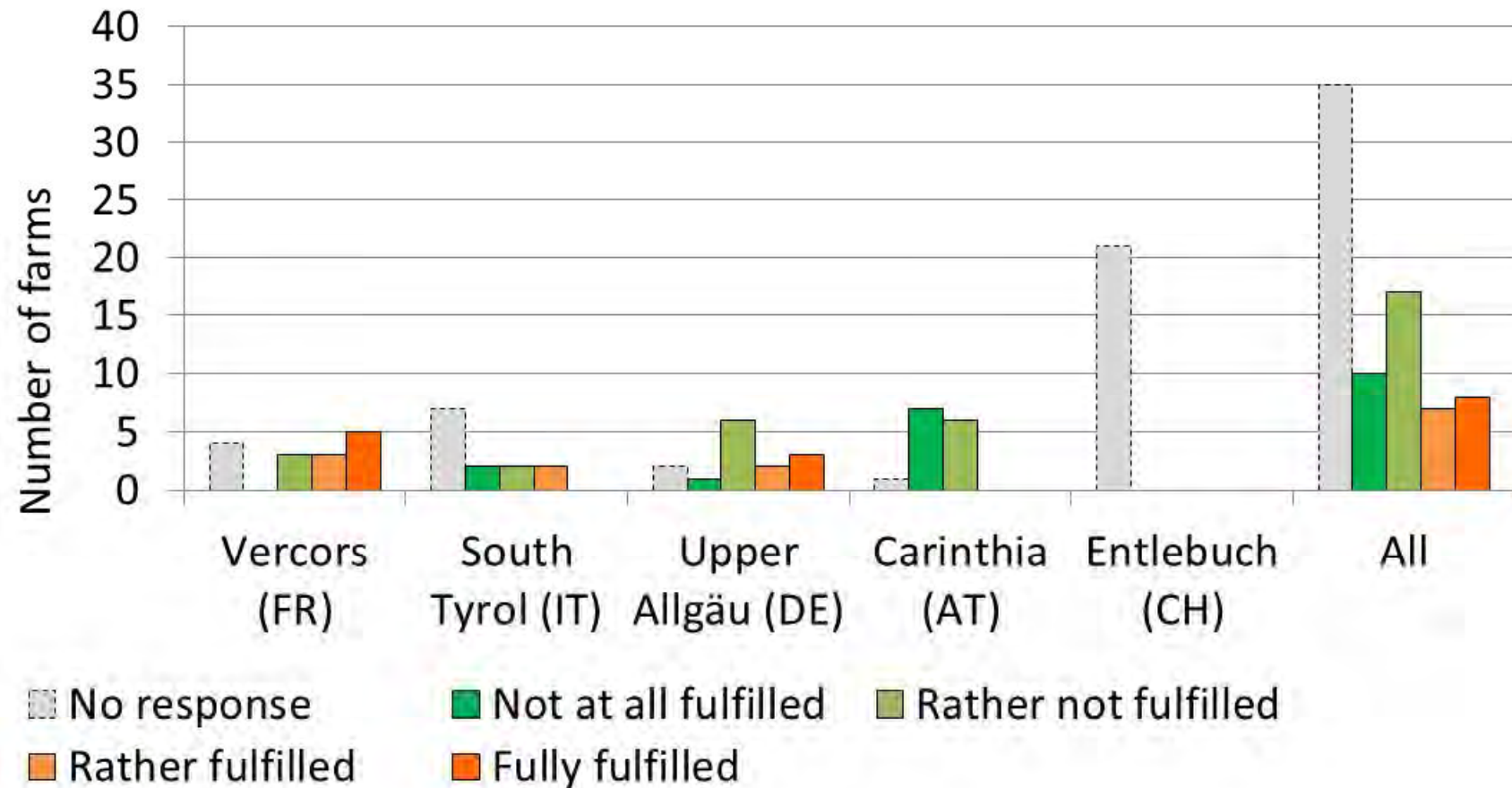


Farmers' opinions about that is more easier to control implementation of result-oriented measures



- Different viewpoints about controllability

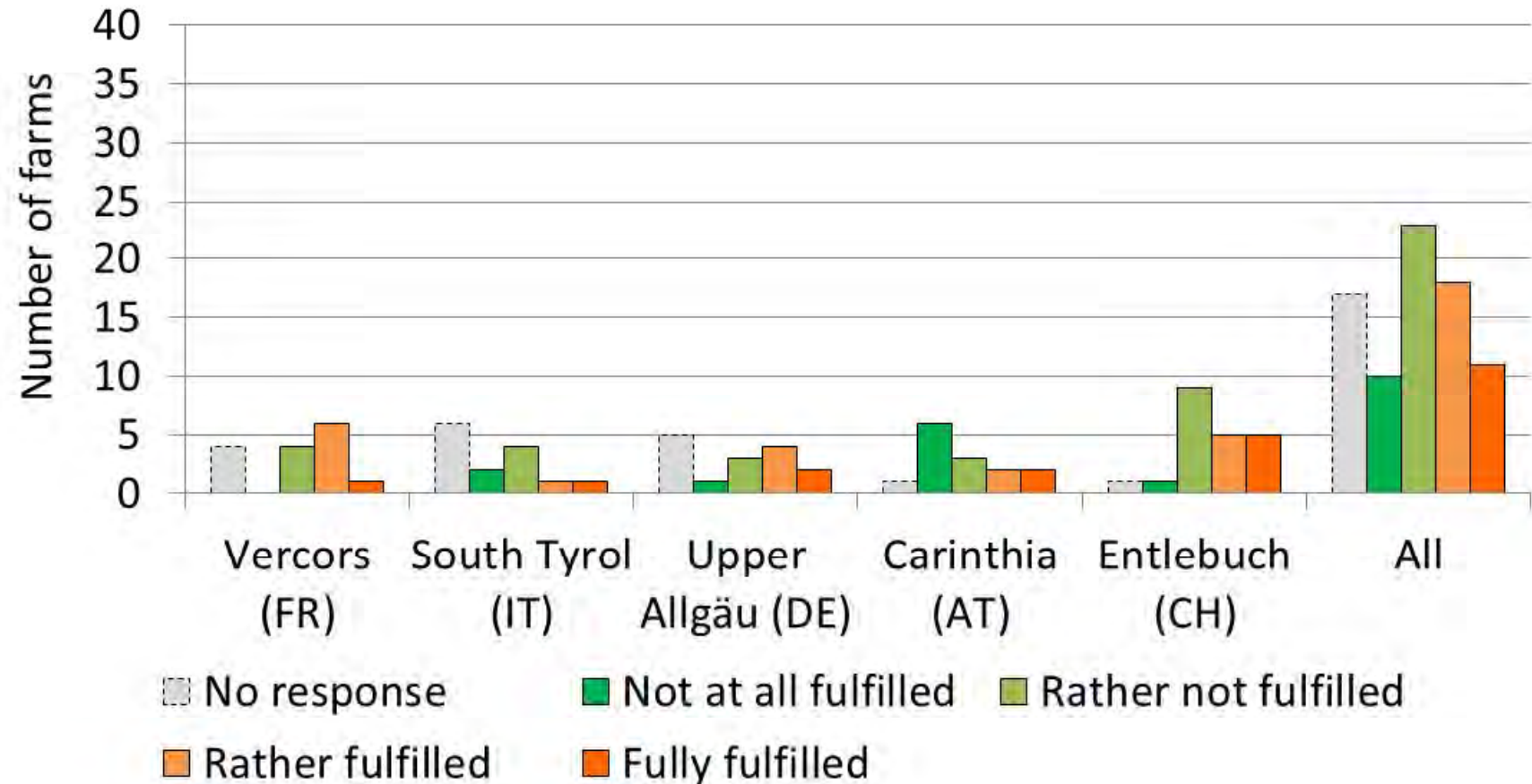
Farmers' opinions about the statement that if results cannot be achieved due to external reasons then loss of payments would be unfair to farmer



- Loss of payments due to external reasons would be perceived as unfair by less farmers answering this question



Farmers' opinions the result-oriented measures can potentially provide more income



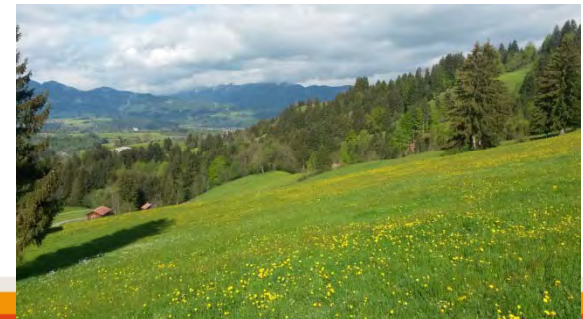
- Different opinions about providing more income

Farmers' own suggestions for result-oriented measures

- Many farmers stated that they have difficulties to answer this question.
- Many did not respond, e.g. all Swiss farmers as they stated that they already have different result-oriented measures.
- Many farmers stated measures which would be typical for the action-oriented approach.

Only few propositions of farmers for result-oriented measures:

- Result-oriented measures for animal biodiversity (bees, earthworms, birds...)
- Meadows (temporary grassland): impose a minimum number of species
- Plant species-rich meadows
- Have more different species on the farm



Farmers' perception of biodiversity conservation and their motivations to engage in agri-environment measures



Typology of farmers

- An analysis of the questions related to:
 - Farmers' vision of their role in the protection of the environment
 - Farmers' motivations to be involved in agri-environment measures

How do you see your role as farmer in nature conservation/protection of the environment – please indicate your opinion on of the following statements?

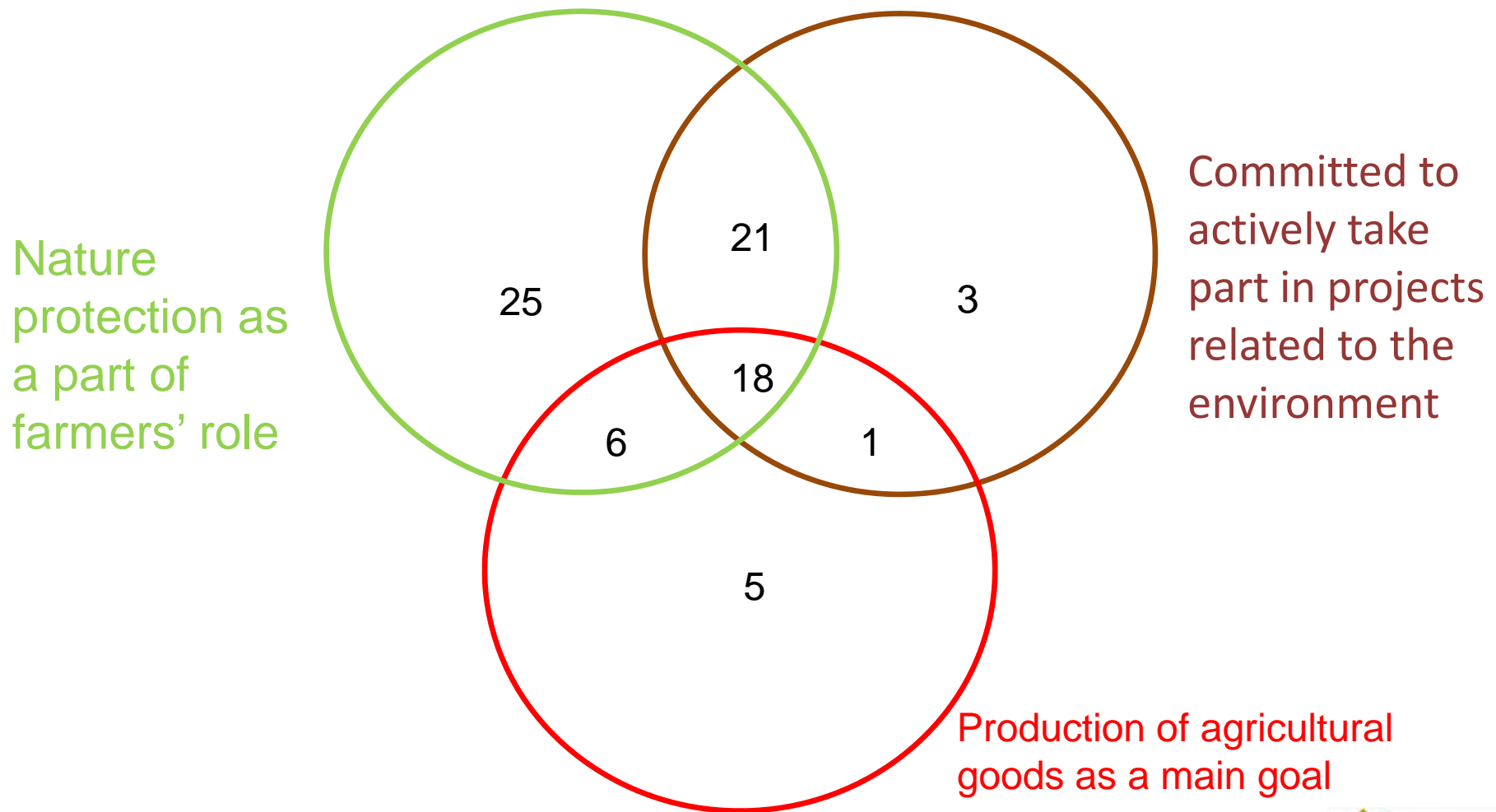
Statement	Strongly disagree	Disagree	Agree	Strongly agree
Nature protection is part of my role of a farmer				
Environment is fine, but it should not constrain production				
Farmers applying ecological (agri-environmental) measures contribute to nature conservation				
Ecological (agri-env.) measures are not only about environmental protection, but they provide also economic benefits				
As a farmer, I am actively committed to environmental projects				

Please tick to indicate the importance of your motivation why you are involved in agro-environmental schemes?

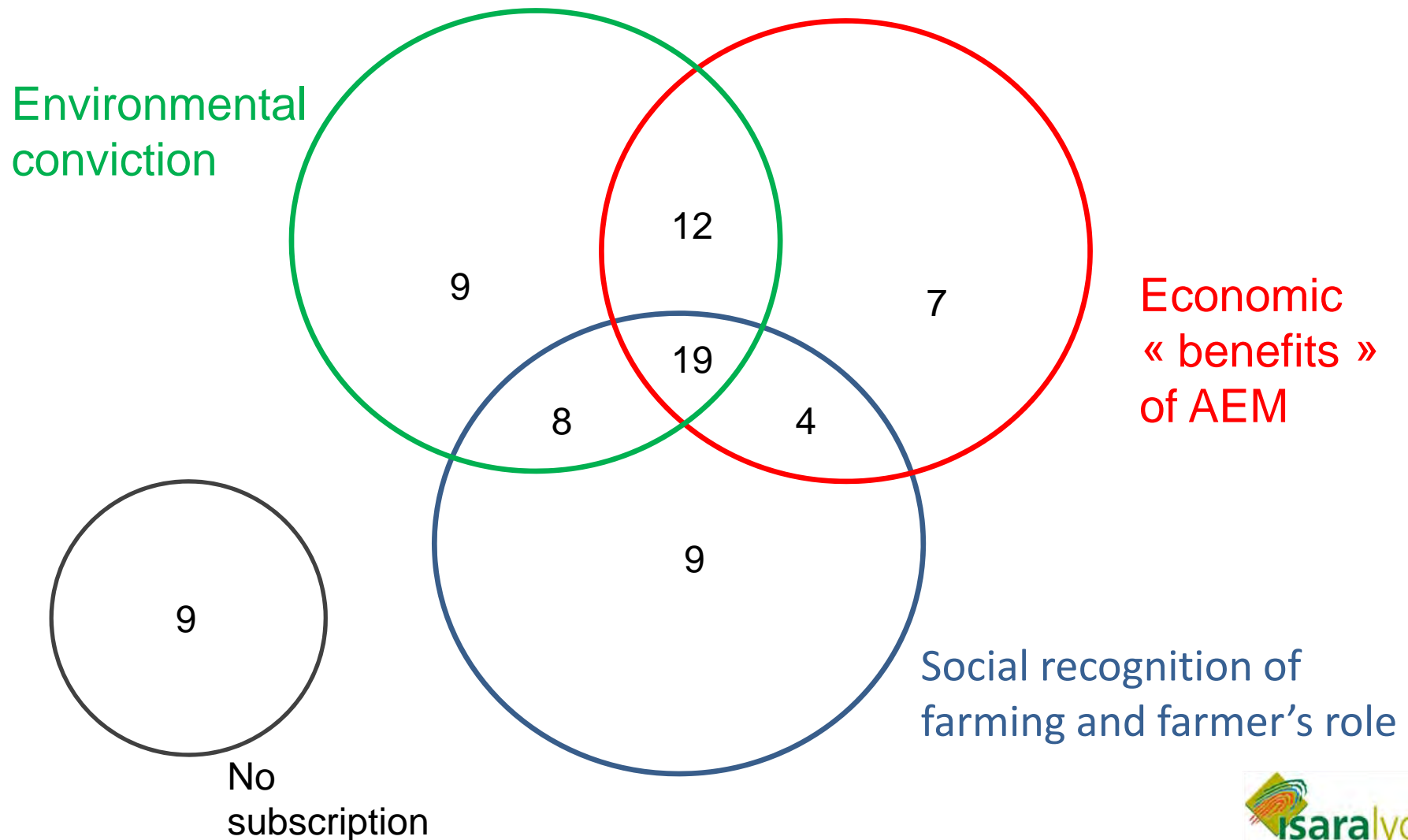
	Not at all important	Of minor importance	Important	Very important
Economic interest				
Preservation of environment and natural heritage				
Recognition of the importance of mountain farming				
Recognition of the quality of my job				
Because other colleagues are engaged too				
Other (specify):				

- A ranking based on the identification of the factor or the combination of factors underlying the farmers' vision and motivation

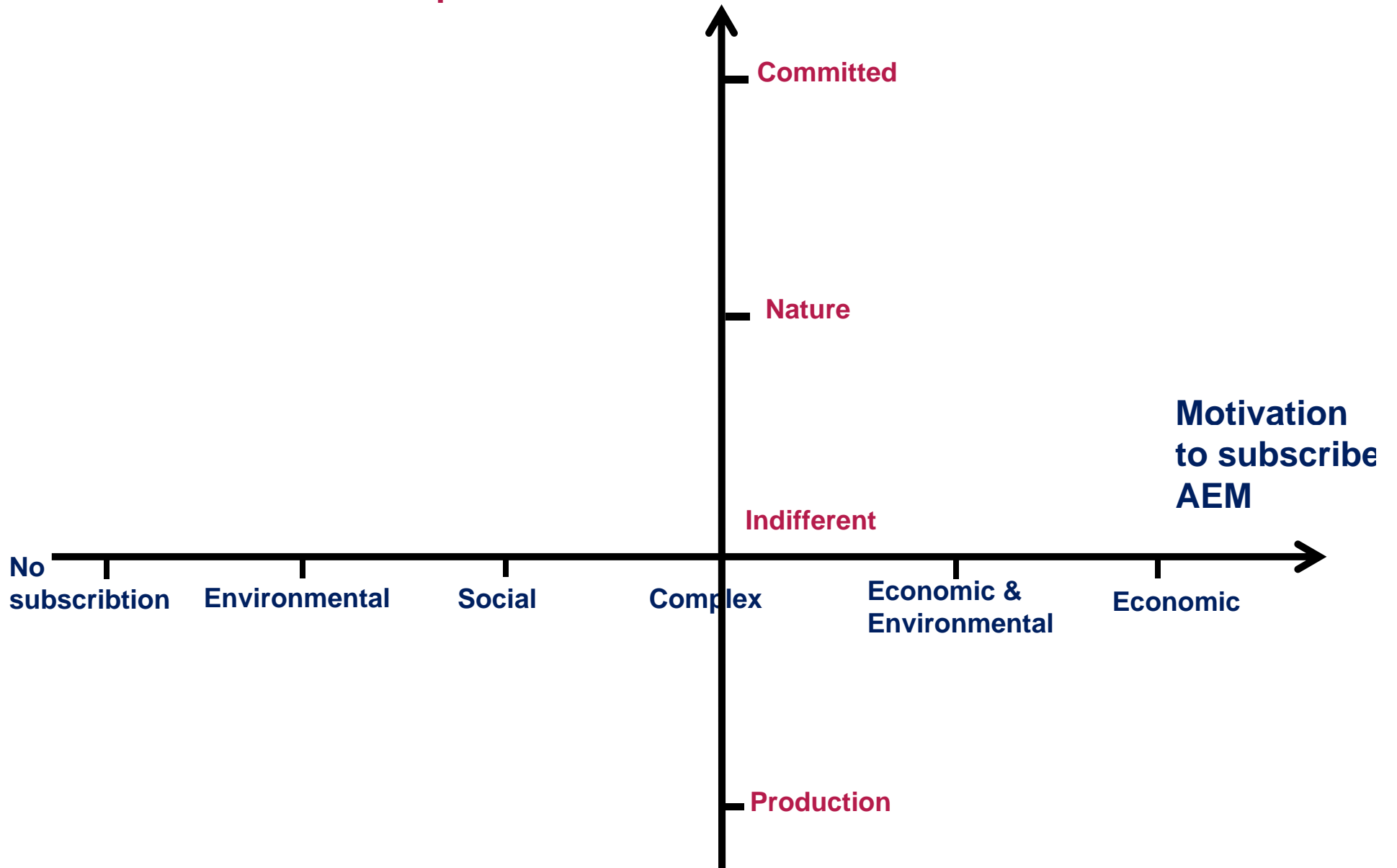
Farmers' vision of their role in the protection of the environment



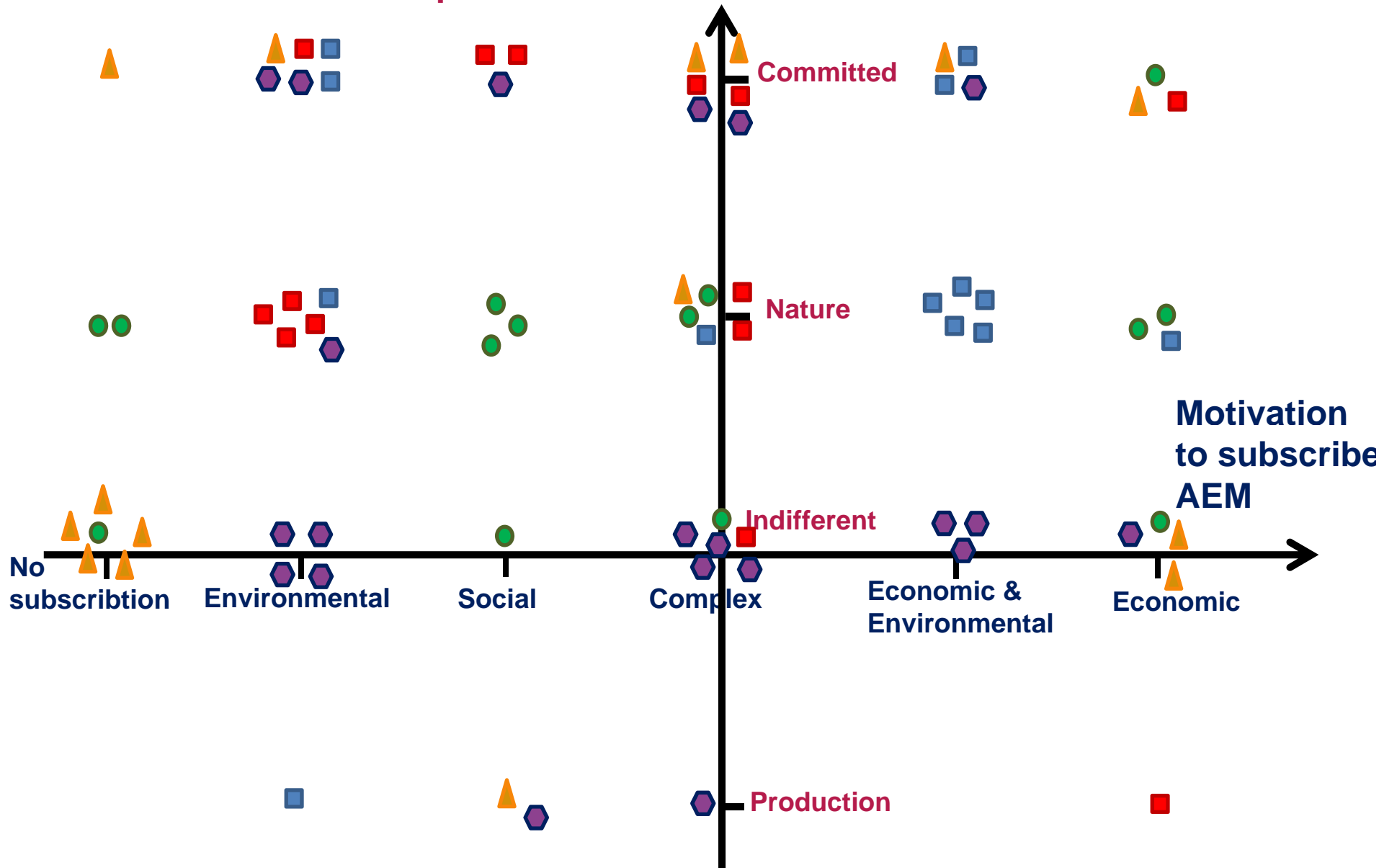
Farmers' motivations to engage in agri-environment measures



Vision of their role in the protection of the environment

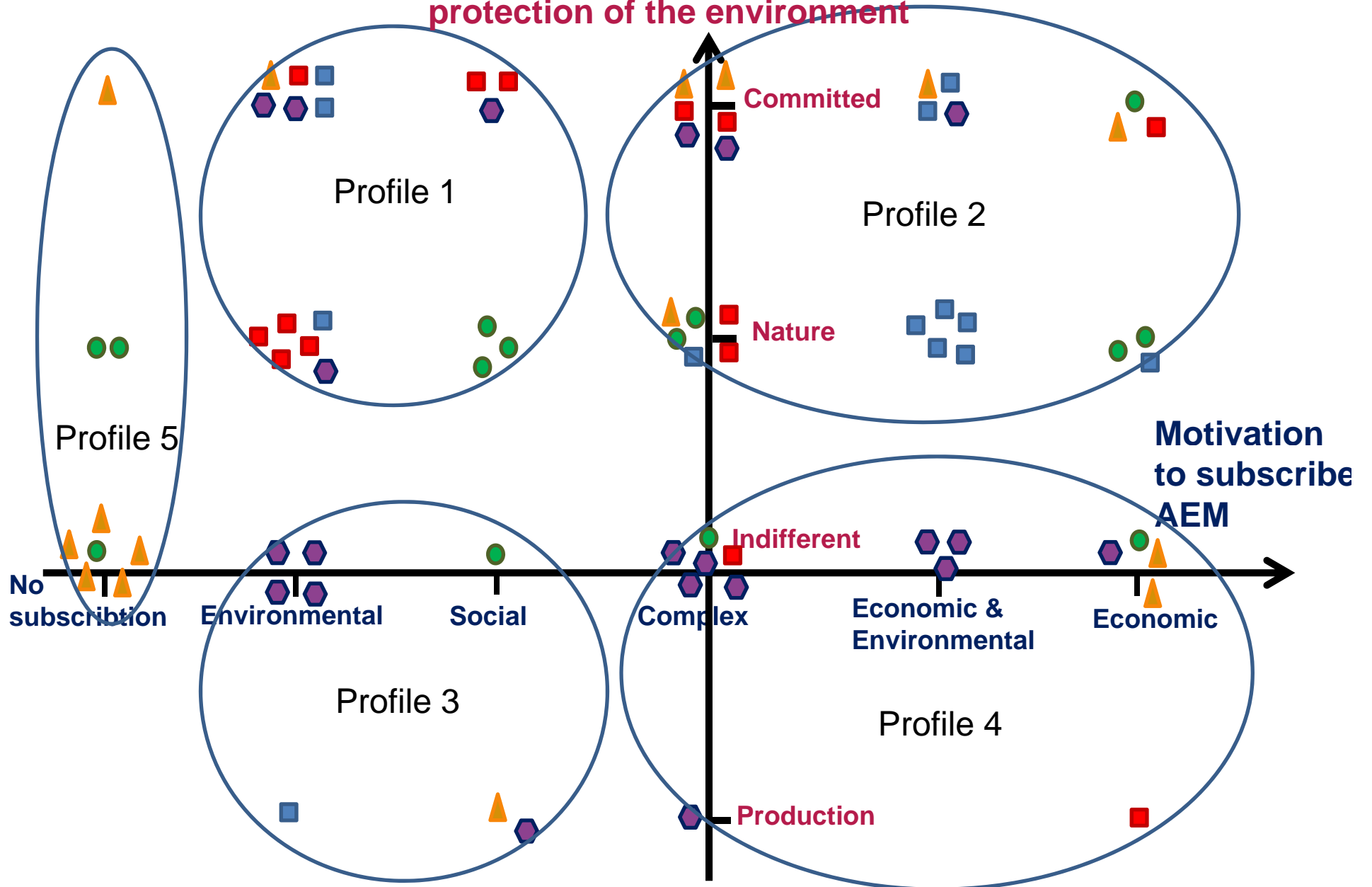


Vision of their role in the protection of the environment



Legend : ■ Austria; ● France; ■ Germany; ▲ Italy; ⬡ Switzerland

Vision of their role in the protection of the environment



Legend : ■ Austria; ● France; ■ Germany; ▲ Italy; ● Switzerland

Vision of their role in the protection of the environment

Profile 1:
Nature and biodiversity preservation as a central element of farm management
(18 farmers)



Committed

Nature

Indifferent

Production

Motivation to subscribe AEM

No

subscription

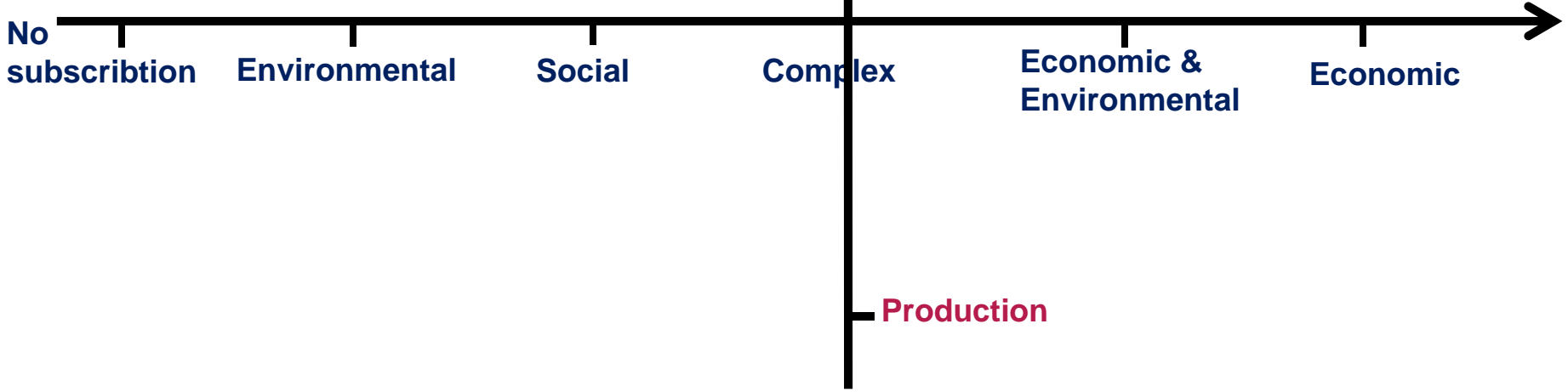
Environmental

Social

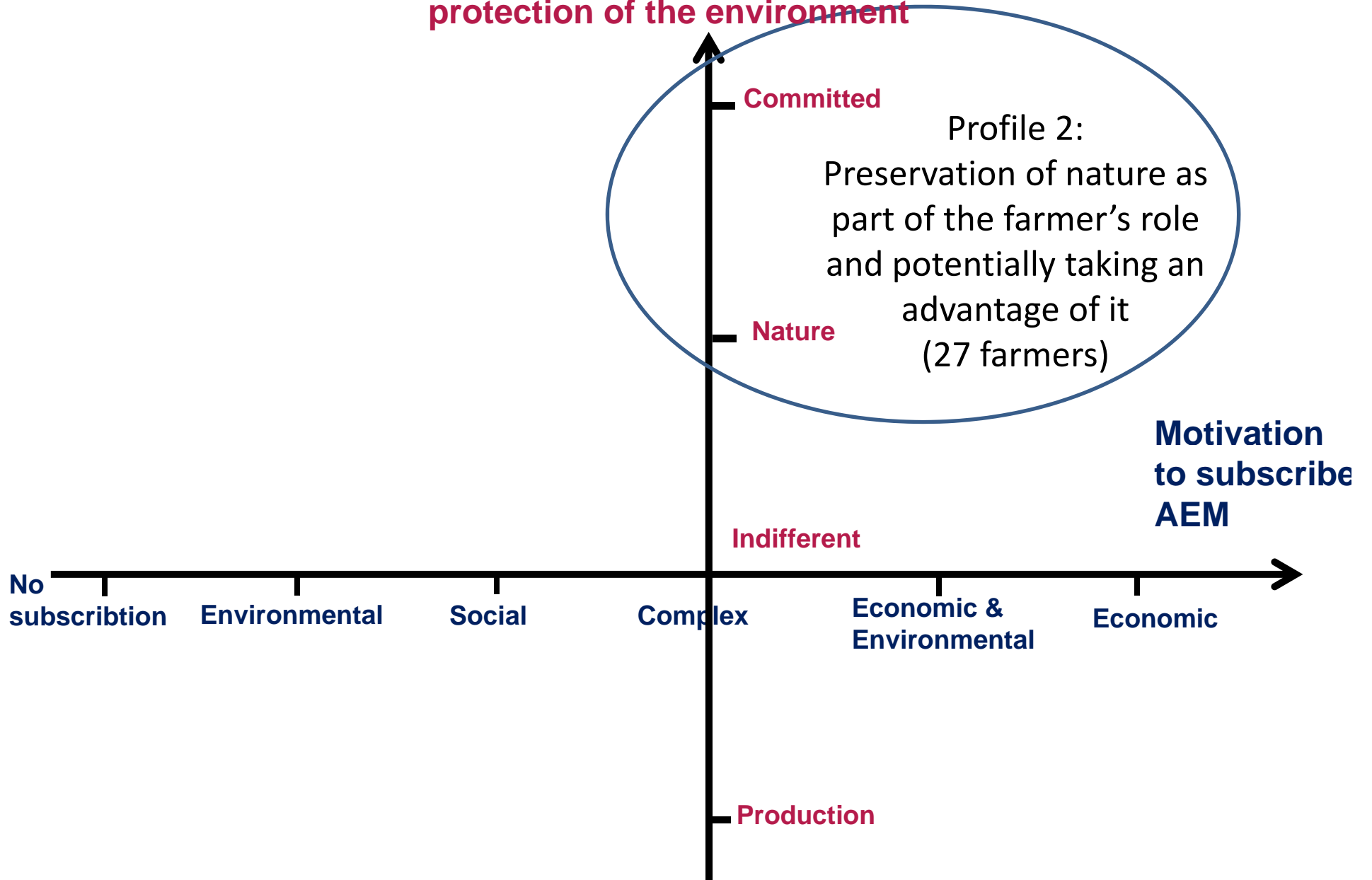
Complex

Economic & Environmental

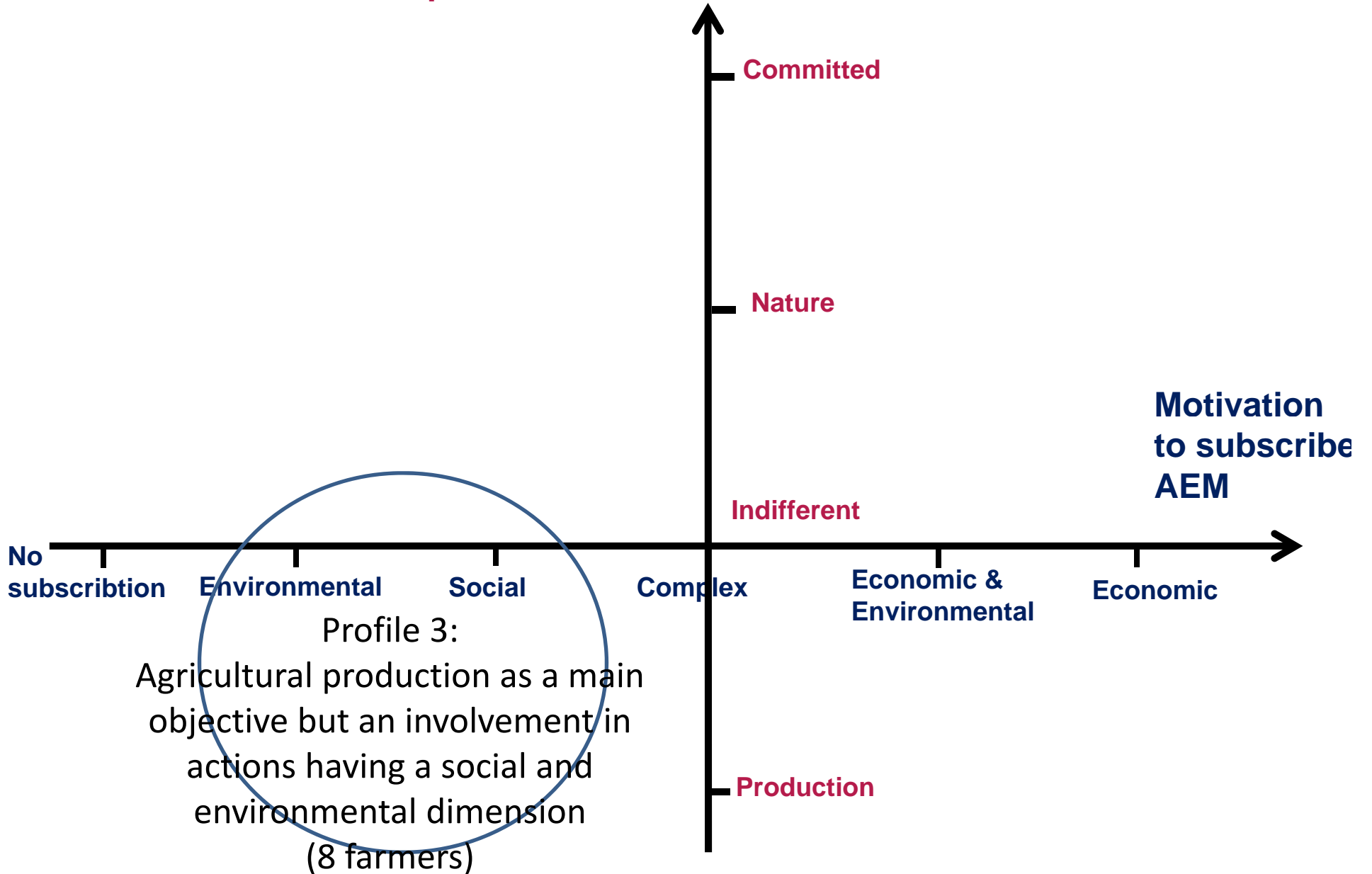
Economic



Vision of their role in the protection of the environment



Vision of their role in the protection of the environment



Committed

Nature

Indifferent

Production

Motivation to subscribe AEM

No subscription

Environmental

Social

Complex

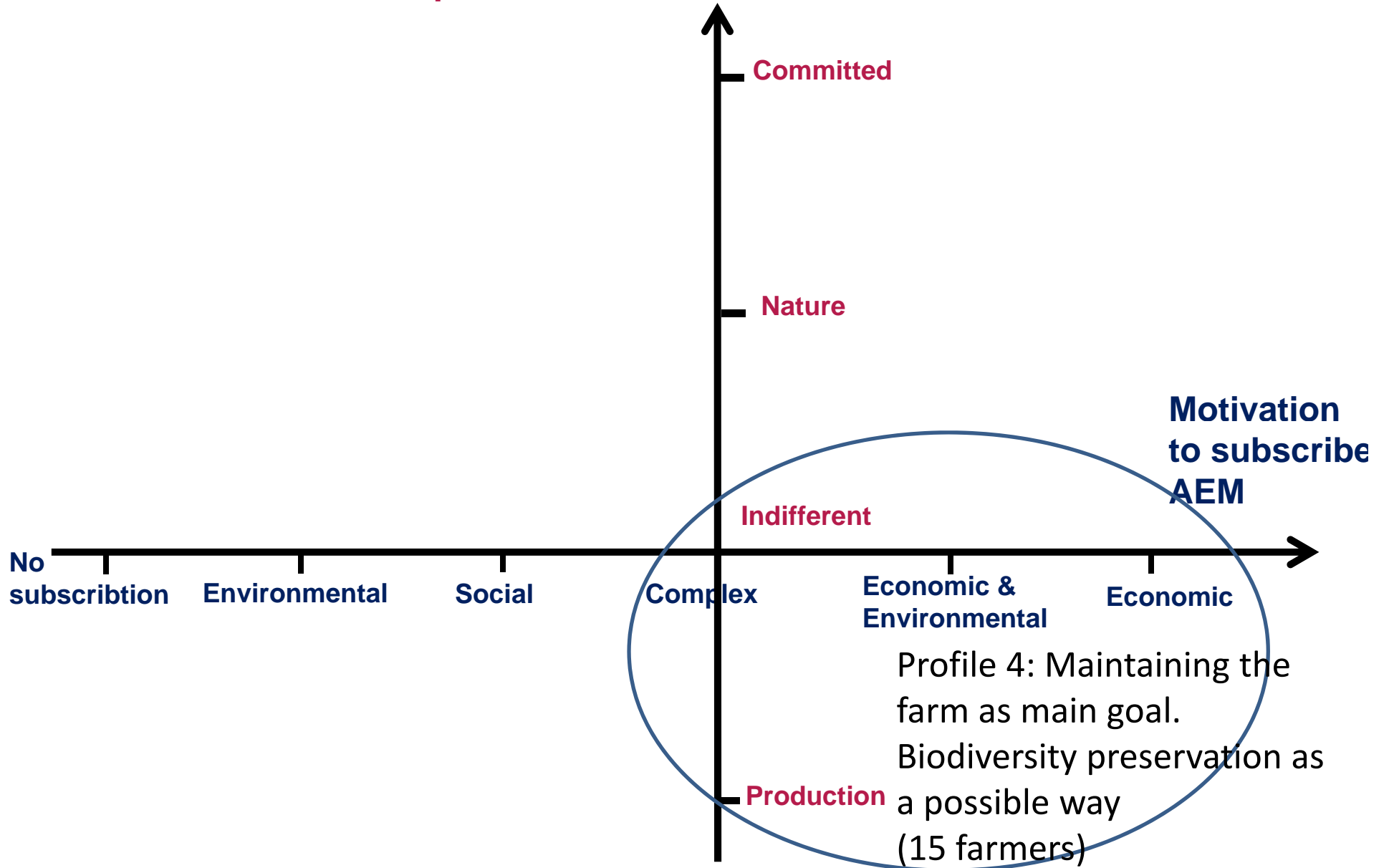
Economic & Environmental

Economic

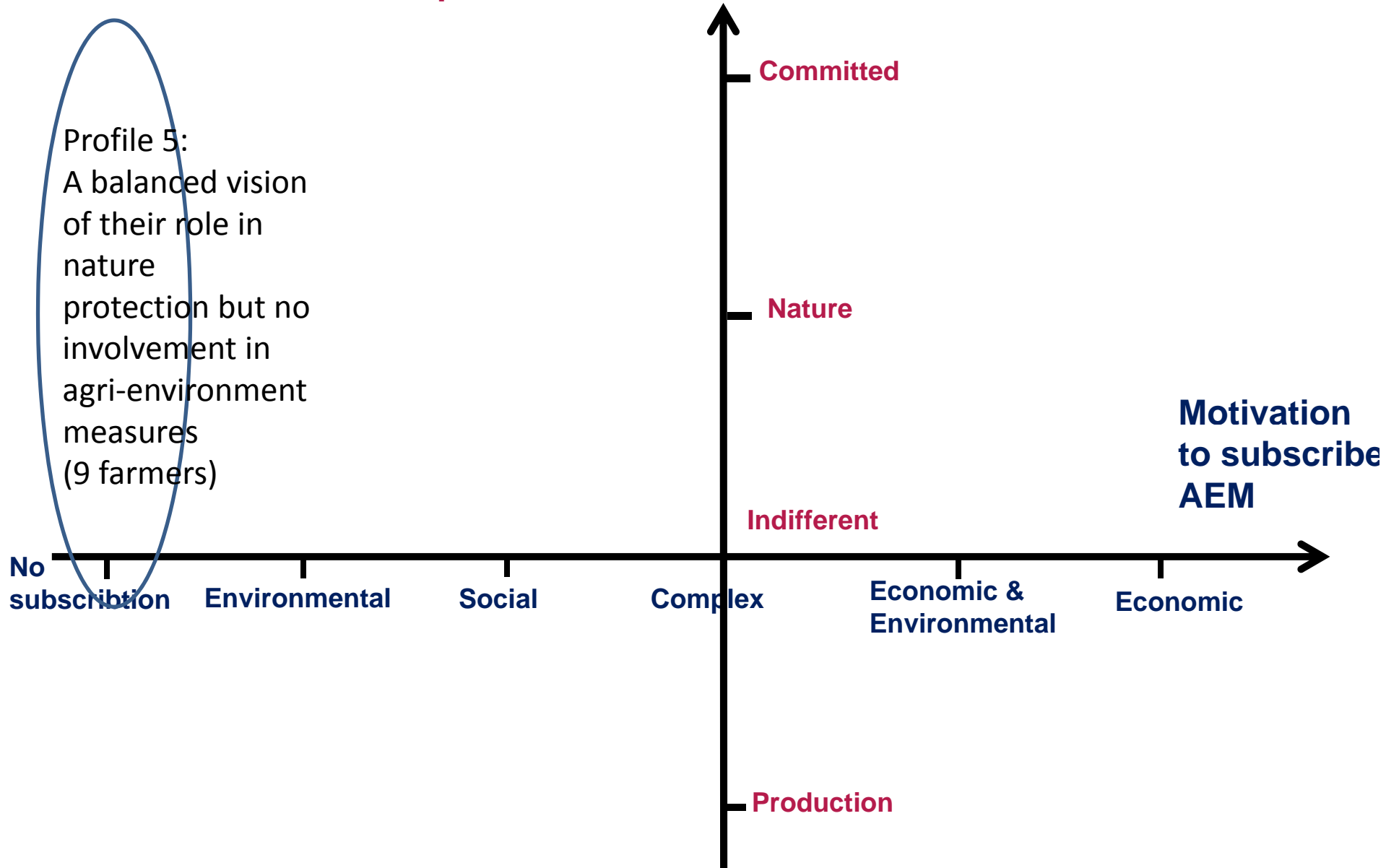
Profile 3:

Agricultural production as a main objective but an involvement in actions having a social and environmental dimension (8 farmers)

Vision of their role in the protection of the environment



Vision of their role in the protection of the environment



Farmers' profiles and preferred measure approach

	Action oriented approach	Result oriented approach	Combina- tion of both	No answer	Number of farmers
Profile 1	22%	55%	6%	17%	18
Profile 2	30%	59%	7%	4%	27
Profile 3	25%	75%			8
Profile 4	27%	73%			15
Profile 5	33%	22%	22%	22%	9
→ Total	27%	58%	7%	8%	77

- Farmers of profiles 1 and 2 are more balanced (close to the proportion of the whole sample)
- No clear tendency for profile 5 (agri-environment measures is not important for them)

Conclusions

- **A bit more than half of the farmers would prefer result-oriented measures.**
- **Many see a lot of constraints:**
 - risk of not obtaining results
 - transition period without subsidies
 - measures for temporary meadows?
 - bureaucracy
- **Many farmers see with the result-oriented approach potential easier implementation, more flexibility to adapt measures, and efficient management of biodiversity on their farms.**



Conclusions

- **Farmers' vision about their role in biodiversity conservation and their attitude towards AEM is important for the design of future agri-environment measures**
- **Many farmers would favour different types of grassland management on the farm to improve biodiversity conservation, but they have difficulties to provide own suggestions for result-oriented measures.**
- **Farmers would need advice, support or training to implement biodiversity**





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Thanks for funding the project

Your questions?