



European Biodiversity Conference



Farming for Biodiversity

*Scaling up good management practices:
what's missing?*

Online Event – 8th of December 2020

14h00 – 16h00

ELO 
European Landowners' Organization



Welcoming Words

MEP Álvaro AMARO

*President of the Intergroup “Biodiversity, Hunting,
Countryside”*

Thierry de L’ESCAILLE

ELO Secretary General





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*President of the Intergroup
“Biodiversity, Hunting, Countryside”*





Thierry de L'ESCAILLE

ELO – Secretary General





I. Policy Changes

Pierre BASCOU

DG AGRI – Director, European Commission

Alberto ARROYO SCHNELL

IUCN – Senior Policy Manager





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*DG AGRI – Director, European
Commission*





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Farming for Biodiversity

ELO - European Biodiversity
online Conference

Alberto Arroyo Schnell

IUCN European Regional Office

8 December 2020



Agriculture and the Environment

- Agriculture depends on and affects the environment
 - Soil, Water, Climate, Pollinators
 - Unsustainable farming is a key threat for the EU nature
- In the past, failing to achieve environmental goals is linked with **the lack of ownership** of these targets.





Sustainable agriculture

- The EU Green Deal has raised the environment and **sustainable practices** very strongly in the political agenda.
- For a transformative change, we should strive for a mutual understanding based on a **common language**.



IUCN and Sustainable Agriculture

- IUCN has collected key info on sustainable agricultural approaches and practices
- Report: structured collection of unbiased information based on a literature review, with contributors from a number of key stakeholders **from environmental and agricultural sectors**, and academia



Approaches to sustainable agriculture

Exploring the pathways towards the future of farming

Barbara Pia Oberč and Alberto Arroyo Schnell



INTERNATIONAL UNION FOR CONSERVATION OF NATURE



Ministry of Agriculture, Nature and Food Quality of the Netherlands

<https://www.iucn.org/news/europe/202006/sustainable-agriculture-explained>

IUCN Europe identified key sustainable agricultural approaches

Low
external
input
agriculture

Sustainable
intensification

Climate-
smart
agriculture

Ecological
intensification

Nature-
inclusive
agriculture

High nature
value farming

Circular
agriculture

Biodynamic
agriculture

Permaculture

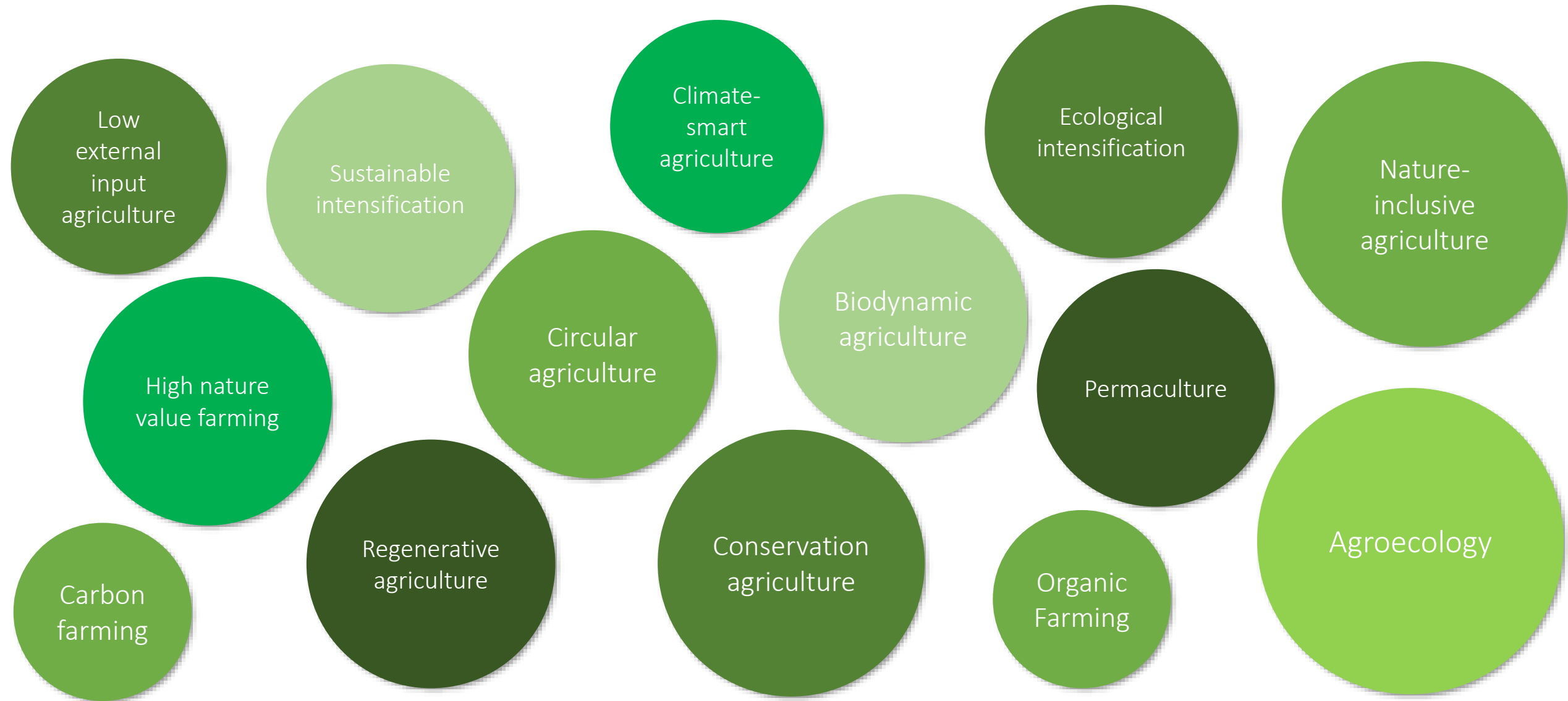
Carbon
farming

Regenerative
agriculture

Conservation
agriculture

Organic
Farming

Agroecology



Key conclusions

- While the approaches **share some important commonalities**, they are still different - but their **diversity is a strength in itself**.
- The choice of approach depends very much on the **local contexts and specific individual priorities**.
- To help inform the choice of approach: **there is a need for common metrics on environmental performance**.



Common Practices

- A main takeaways from the report is the identification of certain common practices:
 - o *Crop rotation;*
 - o *The inclusion of cover and companion crops;*
 - o *Mixed crop and intercropping;*
 - o *Reduction of synthetic pesticide and mineral fertiliser use;*
 - o *No or minimal tillage;*
 - o *Lower livestock densities, managed grazing, free range.*

As well as crop diversification, mixing farming and forestry, mixed crop and animal farming, nutrient balancing, recovery and reuse, and the inclusion of landscape elements such as hedgerows and flower strips.

- **These can be considered truly sustainable agricultural practices.**



The challenges ahead

- Important to ensure **coherence** between the CAP and the European Green Deal
- MSs important role
- The **lack of metrics** represents a challenge in the monitoring of the Member States' progress on the national level.



Thank you for your attention!





Questions & Answers



II. Corporate Changes

Carole ZAKINE

Bioline by InVivo – Public Affairs Director

Florence JEANTET

OP2B – Managing Director





Carole ZAKINE

Bioline by InVivo – Public Affairs Director





InVivo's contribution to improving biodiversity in agricultural areas

**Carole Hernandez-Zakine
Group Public Affairs Director**

• 08/12/2020 •

InVivo's mission: creating value

A business approach in an agro-ecological
transition's context



Agenda

- InVivo presentation: Agricultural Cooperatives Union (200 cooperatives/300,000 farmers) and professions;
- Observation: in France, the desire to change the norms of an economic activity, rather than to create value;
- Value creation at InVivo
- The sectors projects
- Conclusion

InVivo group

InVivo's mission is to restore and replace French agriculture and agricultural cooperation to their rightful place in the global food value chain, while respecting the planet and people.

Being France's leading agricultural cooperative group, InVivo is organized around three business units: Bioline by InVivo (agriculture), InVivo Retail (gardening and food distribution) and InVivo Wine (wine).

Group Organization



19 countries
of implementation

5 435
collaborators

Europe

Germany
Belgium
Spain
France
Hungary
Ireland
Italy
The Netherlands
Portugal
United Kingdom
Switzerland

America

Brazil
Canada
United States

Africa

South Africa

Asie

China
South Korea
Japan
Singapore



**Observation: in France, the desire to change the normality of
an economic activity, more than to create value.**

Public aid/fiscal/regulations (sanctions)/
remunerations

In France, today, an exclusive public dynamic

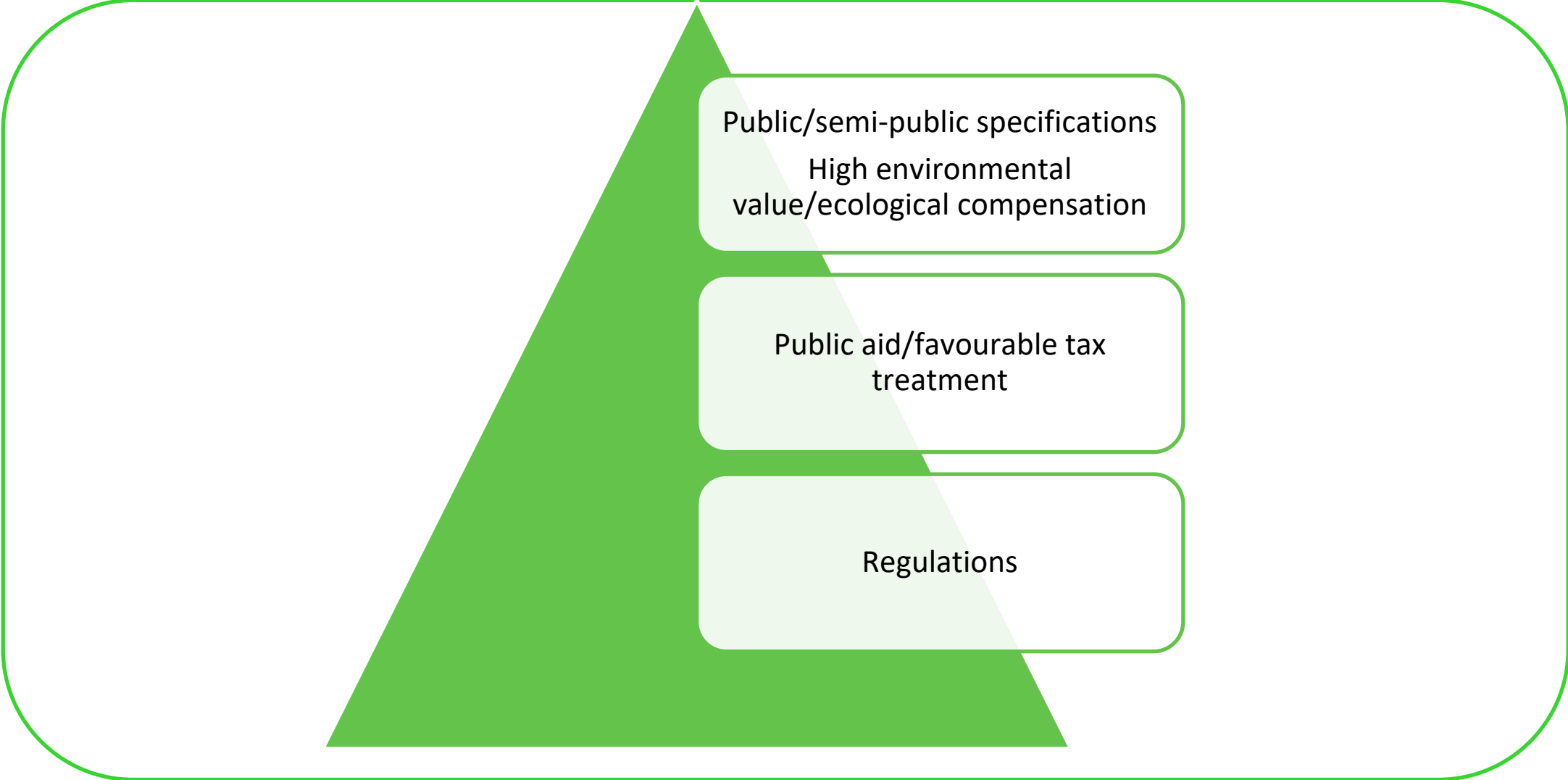
How to change the norms of an economic activity?

Public aid/fiscality/regulation (sanctions)/

Remunerations

In France, today, an exclusive public dynamic.

A stack of public rules to change agricultural normality



Public/semi-public specifications
High environmental
value/ecological compensation

Public aid/favourable tax
treatment

Regulations

Non Market-driven development

THE REGULATORY BASIS

a basis for coercion:

a policeman behind every farmer?

Should the constraint be reinforced with penal consequences? (ecocide incentives)

THE REGULATORY BASIS FOR AMENDING AGRICULTURAL STANDARDS

norms do not create value: how to make it profitable



THE REGULATORY BASIS FOR A COMPENSATION PACKAGE THAT MUST GO BEYOND

Value creation at InVivo

A corporate approach in a context of agro-ecological transition

Our Objectives

Together, lets build on

The 3rd Agricultural way



Sanitary Quality
Nutritional Qualities
Dietary diversity



Climate Change
Soils
Biodiversity



Fair Wages and Equity
Income Stabilization
Working Life Quality

Our Objectives:





Sector projects

Strategies are designed to create value by relying on an upstream service for citizens/consumers.

Regain control over the upstream agriculture sector

Objective: Value creation for the farmer

Liebig's law, the law of minimums

The law of the minimum was enunciated in 1840 by the chemist Justus Liebig.

Plants cannot reach their full development due to a lack of critical elements necessary for this growth. These elements include water, light, heat, as well as phosphoric acid, sulphur, iron or chlorine.

The upstream agricultural sector must not be the limiting factor in the creation of value.

The upstream agricultural sector must be able to provide the necessary information to the sectors (in the broadest sense) in order to trace the products sold.



Cooperatives involved in commodity chain contracts that promote biodiversity

Downstream



Miller



Cooperative
s



Farmers

Contractual chain organised around an agricultural product that complies with a set of specifications (quantity, quality, environmental and biodiversity requirements) and is valued at a higher price.

The actual price paid for biodiversity is hard to estimate given that the specifications include other practices (climate issues, remuneration of farmers, production quality, etc.). Farmers' remuneration therefore varies but is generally around €10/t of common wheat, the equivalent of roughly €75-80/ha. The channels Harmony, Nestlé and the "Filière CRC" offer farmers a premium level totalling €3.5 million for 760,000t of soft wheat.

InVivo assists cooperatives in setting up these sectors by :

- Offering products/inputs that are favourable to/respectful of biodiversity;
- Testing, measuring and demonstrating the impacts and benefits of agricultural solutions and practices on biodiversity;
- Listing and advice is done on the basis of concrete results.
- Tracing our practices from the farmer to the consumer (or vice versa);
- InVivo also acts as a research and expertise consultant via Agrosolutions in the agri-food sector (see AS-Harmony relationship);



CONCLUSION

Transition Period: how to finance the transition while creating sustainable markets?

To finance agro-ecology and therefore the agricultural standard via public aid and adapted taxation.

To finance the services rendered in addition to the society via PES.

Payments for environmental services: who pays? Who agrees to do it? For what type of improvements?

PES makes it possible to monetize the services provided by agrosystems: water quality, carbon storage and biodiversity.

- The amount of payment for the service rendered is the result of a negotiation between the parties and is usually a compromise between the opportunity costs of changes in the practices of service providers (farmers) on the one hand and the willingness to pay of the beneficiaries on the other.
- Beneficiaries can be the State, public authorities, companies, associations, consumers, etc.

The meeting of the consents is central to conclude the contract but also to allow a good realization of the PES.

Which supposes:

- Willingness to pay / willingness to do and commit to the very long term;
- Trust between the parties: when the state distrusts private individuals and prefers to work alone.
- The ability to put in place indicators to define the improvements due to the change in practices; and therefore to define how much these improvements cost and how much the funder is willing to put in to continue the improvements or even develop them.



Thank You for Listening

ELO• 08/12/2020 •



Florence JEANTET

OP2B – Managing Director





OP2B mobilizes
25 companies along
the **agricultural**
value chain to drive
transformational
systemic change
and catalyze action
to **protect & restore**
biodiversity



25 cross-sectorial members



Hosting platform wbcscd

Knowledge partner BCG BOSTON CONSULTING GROUP

OP2B focuses on
3 pillars on which
members make
commitments
and take **actions**

Pillar 1
Regenerative
Agriculture



Scale up Reg Ag to improve soil health,
farm biodiversity and farmer livelihood

Pillar 2
Product
portfolio
diversification



Drive **cultivated and consumed biodiversity** through product offer



Increase supply chains **traceability** and
monitor impact on biodiversity (index)



Raise awareness and demystify
biodiversity (internally & for consumers)

Pillar 3
High Value
Ecosystems



Ecosystem conversion avoidance for
main commodities



Deployment of high value ecosystem
restoration actions

The **private sector** has a central role to play...

To scale up Regenerative Agriculture	Business role <ul style="list-style-type: none">• Accompany the sustainable financing of the transition• Protect farmers' livelihoods• Maintain an outcome-based approach to strengthen supply-chain resilience
To restore and protect High Value Ecosystems	<ul style="list-style-type: none">• Engage in restoration action & avoid any further conversion• Guarantee sustainable sourcing & transparency of supply chain• Ensure long-term positive social, econ. & environmental impacts

...and can follow **5 guiding principles*** to take action

- 1** No net loss of biodiversity as of 2020 and transition to net positive by 2030
- 2** No leakage throughout the supply chain: positive action on regeneration cannot compensate for loss of intact ecosystems elsewhere
- 3** Transparent long-term planning & commitments, with baselines, targets, metrics and adaptability
- 4** Multi-objective approach, with clear targets and verifiable impact on biodiversity, quality habitat, connectivity, carbon capture in soil & vegetation, water quality, flows of water, and livelihoods
- 5** Commitment to and active engagement in community empowerment, enabling supply chain actors to participate in efforts and benefits

The
support from
the
legislators
is essential

1

Position **Regenerative Agriculture** as a lever of the climate and biodiversity recovery strategies at European level

2

Establish a **common language** and **unified & simple assessment framework** for companies to **measure the impacts** of their supply chains, of the changes in the agricultural practices on **biodiversity, on soil health**.

3

Accelerate the transition to Reg Ag through:



Mainstreaming finance towards farmer's transition in the short-term & shift of the payment model to value eco-systemic services in the long-term



Enabling **farmers' transition** through **capacity building** and knowledge sharing



Encouraging **research, innovation & technology development** of nature-based solutions



Facilitating **consumer's uptake** and development of a **supportive market** for sustainable products





Questions & Answers



III. R&I Changes

Markus ERHARD

*European Environment Agency (EEA) – Integrated
Ecosystem Assessment Expert*

Nils GERBER

BEESharing

ELO 
European Landowners' Organization



Markus ERHARD

*European Environment Agency (EEA):
Integrated Ecosystem Assessment Expert*





Niels GERBER

BEESharing

ELO 
European Landowners' Organization



bestäubung-neu-gedacht.de

Rewarded &
Supported
by:



1 Ecological crisis



EEA 2020 status report:
80% of natural surfaces endangered

Massive loss of insect diversity & quantity

Food production becomes
increasingly volatile due to

Climate change

Food producers and suppliers urge for supply
chain transparency to reduce risks of

Food fraud

BEEsharing's contribution



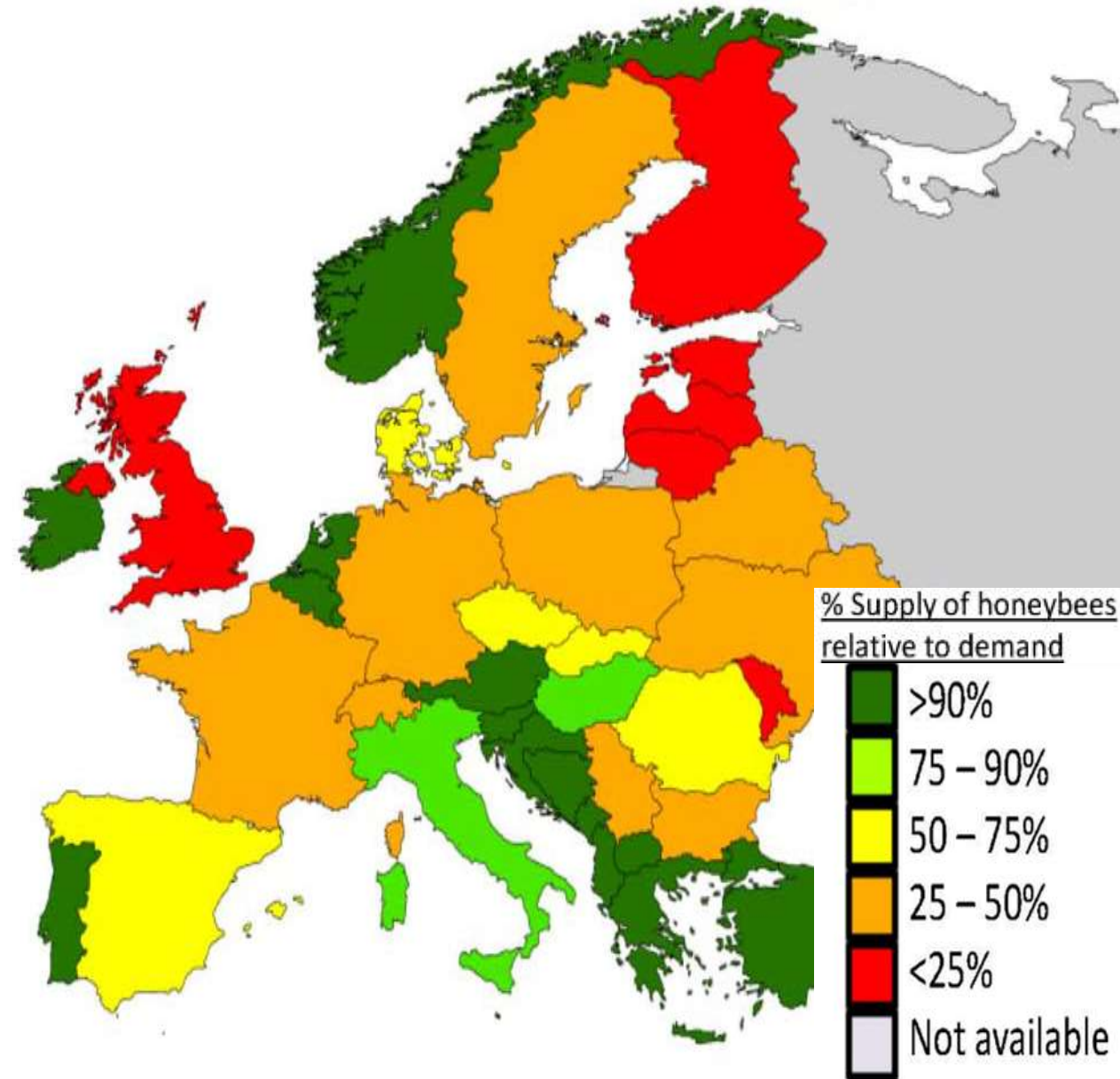
2 The pollination dilemma

University Hohenheim (GER) 2020 finding:

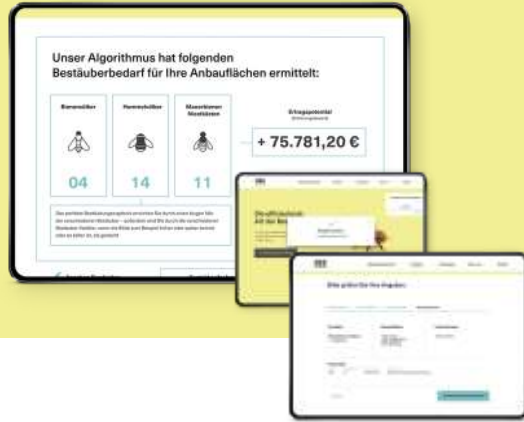
Pollination contributes
1-2% to global GDP

Conclusion

There is an increasing shortfall in
pollination in Europe and thus a
significant potential for better yields
and increased resource efficiency.



2 Pollination Our solutions



1.

Innovative Planning Tools

Agriculture 4.0
in pollination



2.

Network

Matching farmers and
beekeepers



3.

Smart Products

Easy application of
pollinators

BEEsharing's vision:

We are solving the **pollination dilemma** with our digital & smart products and services. Until **2030** we aim to pollinate every **2nd fruit** worldwide.



3 Honey Our solutions



1.

Smart sourcing

A.I. supported sourcing platform
for resellers and producers.



2.

„Real honest honey“

BEEsharing brand with transparent
value chain and quality.

BEEsharing's vision:

We solve the Sourcing & transparency dilemma
with our smart platform.

Until 2030 we aim to source every 2nd kg of
honey through the BEEsharing system.



BEEsharing's challenges:

1. **Fund** Publicly: too complicated and slow. Privately: quick & efficient, Investors expectations: grow fast, ROI. Market entrance costs are relatively high in agriculture, as it takes many years to establish.
2. **Reach** Farmers and their (consulting) organizations are hard to reach if there is no “opinion leader” introduction or alike.
3. **Convince** by consulting and results. But: there is only one season a year in Europe. Farmers think long-term. Education takes time & money.
4. **“Old” structures**, old interests.

How to support BEEsharing (& Ag/ FoodTech Start-ups)

1. **Fund** Support in developing and scaling our solutions through (public) funding (direct) and subsidies (indirect, e.g. C.A.P.).
2. **Reach** Support by spreading the word to decision makers and potential channel partners.
3. **Convince** others by sharing what you've learned today and think of it during relevant legislative processes.
4. **“Overcome old habits & structures”** by doing what is necessary. Take action. NOW.

Partners



Investors & Financiers



Press



**ANY QUESTIONS?
FEEL FREE TO ASK!**



BEEsharing P.A.L.S. GmbH
Jaffestr. 6, 21109 Hamburg (Germany)
otmartrenk@beesharing.eu
Tel. +49 (0) 40 – 1801 7440 01
Mobil: +49 (0) 1522 - 8676 508



Questions & Answers



Concluding Remarks

MEP Franc BOGOVIČ

Host of the European Bee Award





Thank you for Attending!

You will receive the recordings of the meeting shortly.

To download the presentation please visit:

<http://europeanlandowners.org/events/biodiversity-conference>

<http://biodiversityhuntingcountryside.eu>