



Perspectives on the implementation of IPM in EU – An advisory perspective

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Adviser attitudes to IPM?

- The Emperor's New Clothes?
- Sounds like a very costly experiment...
- We have IPM already
- We have tried that, and it didn't work!
- The farmer wants solutions, not more questions...



Illustration: Vilhelm Pedersen

Adviser attitudes to IPM?

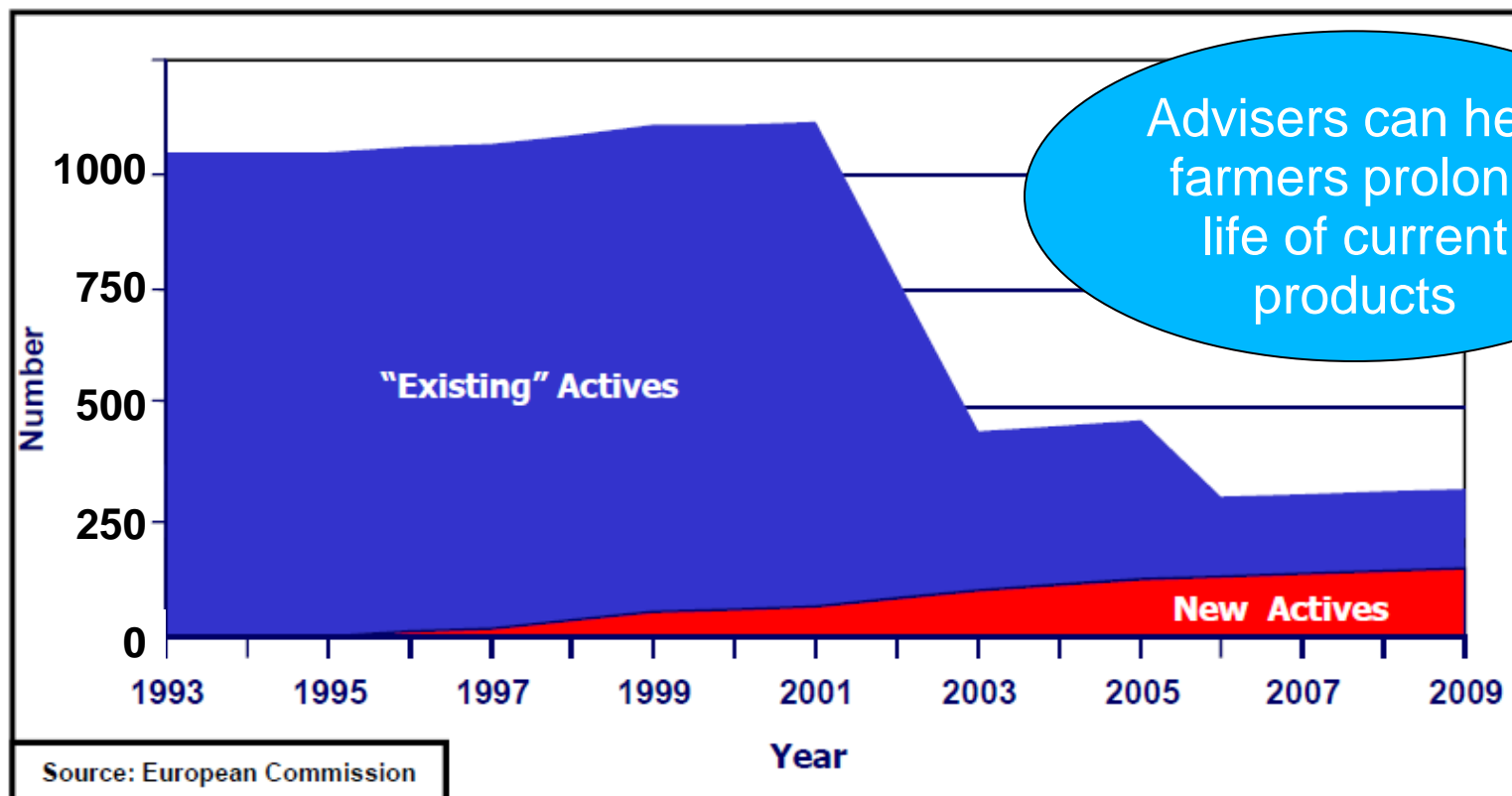
- This is an interesting new way to work with farmers and stakeholders
- This is a chance to create long-lasting relationships with customers
- Opportunity to pursue long-term goals



Photos: Jens Erik Jensen, SEGES

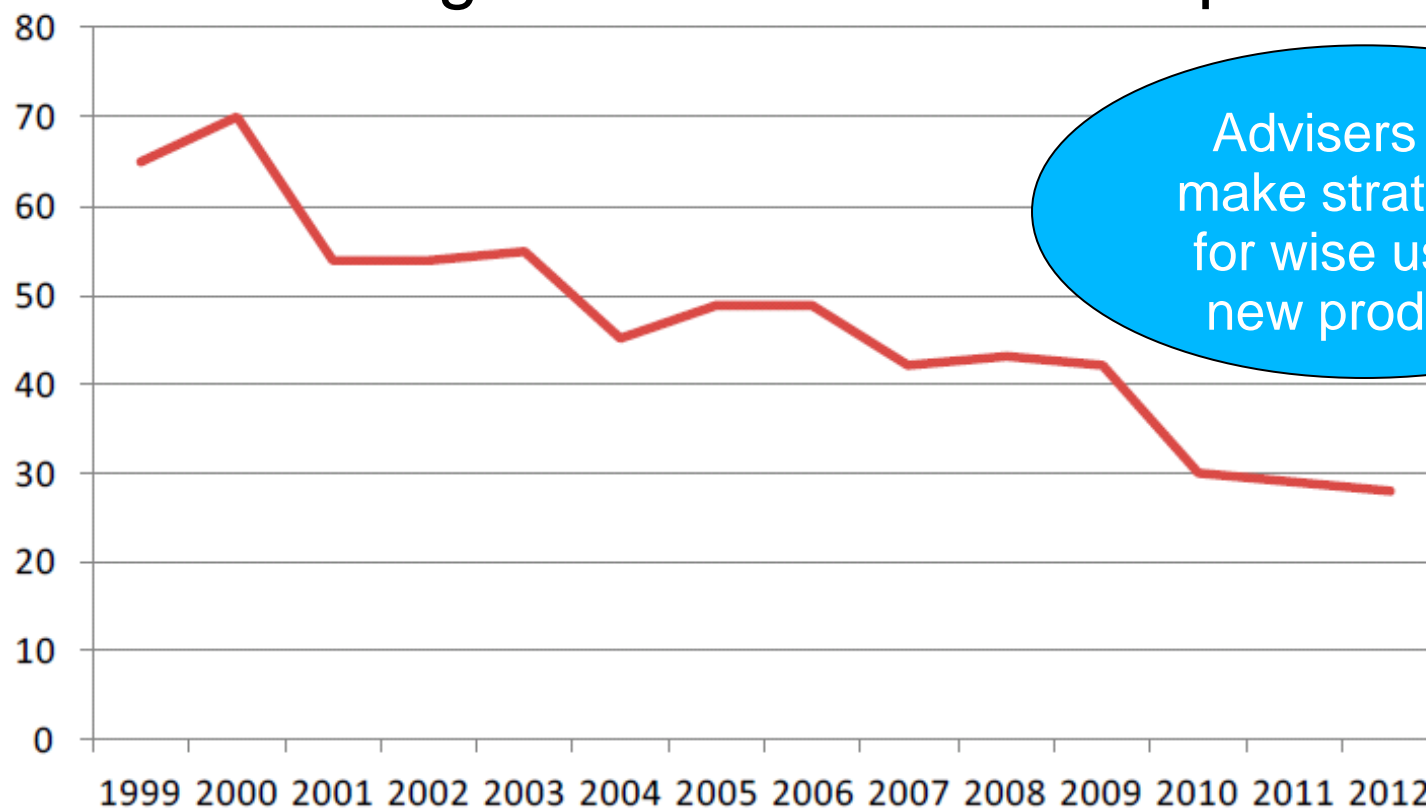
Drivers for IPM

- Availability of pesticides
 - Old actives disappear, few new ones



Drivers for IPM

- Availability of pesticides
 - active ingredients under development



Advisers can make strategies for wise use of new products

Drivers for IPM

- Increasing resistance problems

This ryegrass problem is quite serious. I can help you tackle it.

Photo: Poul Henning Petersen, SEGES

Drivers for IPM

- Increasing resistance problems

Advisers may help but new research needed!

2 x ½ epoxiconazole



2 x ½ tebuconazole



Drivers for IPM

Advisers may help even when knowledge gaps exist!

- Availability of well-documented thresholds, monitoring, forecasting, DSS tools
 - Thresholds unknown or questionable for many pests and diseases
 - Heavily fragmented ecosystem of monitoring and forecasting models around
 - Many good DSS tools – few have been commercial successes

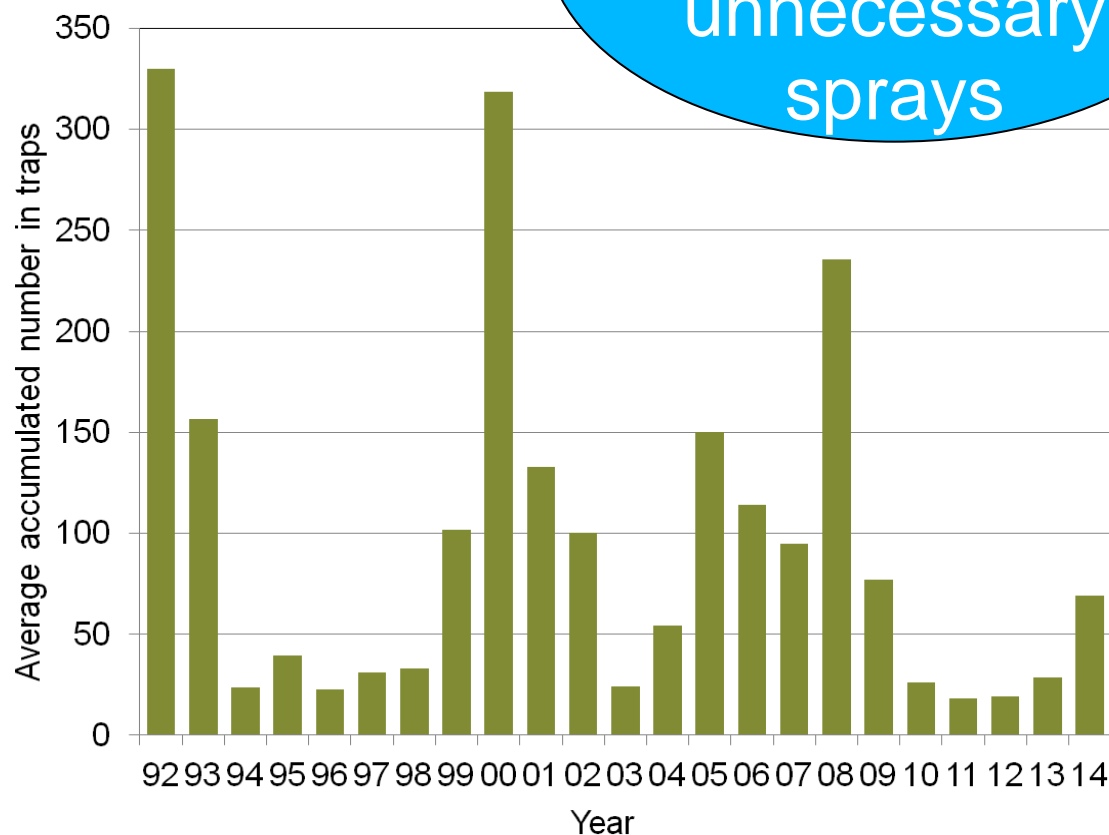


Photos: SEGES

Drivers for IPM

- Cabbage stem flea beetle

Advisers may help avoiding unnecessary sprays



Pyrethroids only option – resistance?

Neonicotinoids in the future?

Photos and diagram: SEGES

Drivers for IPM

- New development of biological control IPM tools



An adviser may
help finding
smarter/cheaper
ways

Photos: Jens Erik Jensen, SEGES

Drivers for IPM

- New development of non-chemical IPM tools



Advisers look
at new IPM
tools, even on
a rainy day!!

Photo: Stig F. Nielsen, SEGES

Drivers for IPM

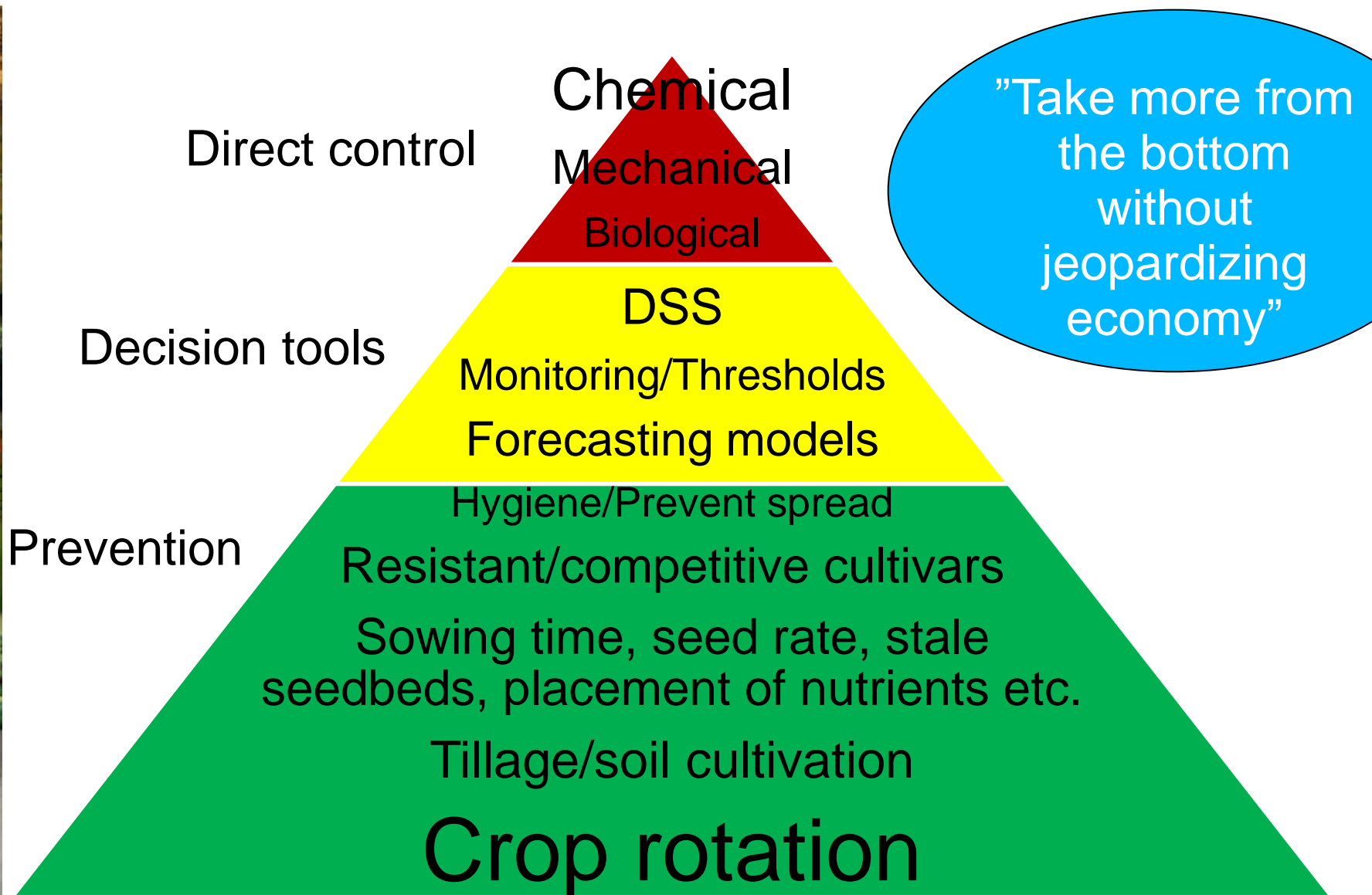
Advisers may assist with paper work etc.

- Market and consumer requirements



- Let's face it: IPM is new 'conventional'

IPM tools and pyramid



Advisers – liability issues?

- Advisers can be held liable for their advice
- What if your strategy is inefficient?
- What if strategy is too variable?
- Risk communication is important
- Start small – make it work!

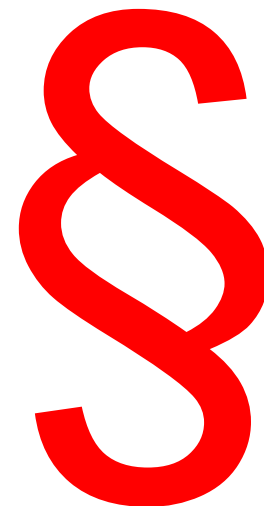


Photo: SEGES

IPM is a process

- Moving target
 - As our skills and general understanding of IPM develop, the bar will be set higher
- Authorities may be satisfied with present status, but will always push for improvements
- We will never finish our work!
- Challenge to turn requirements into win-win situations
- Everyone can improve their practice a bit!
- **There must be something in IPM for farmers/growers!**



IPM: First you raise awareness...

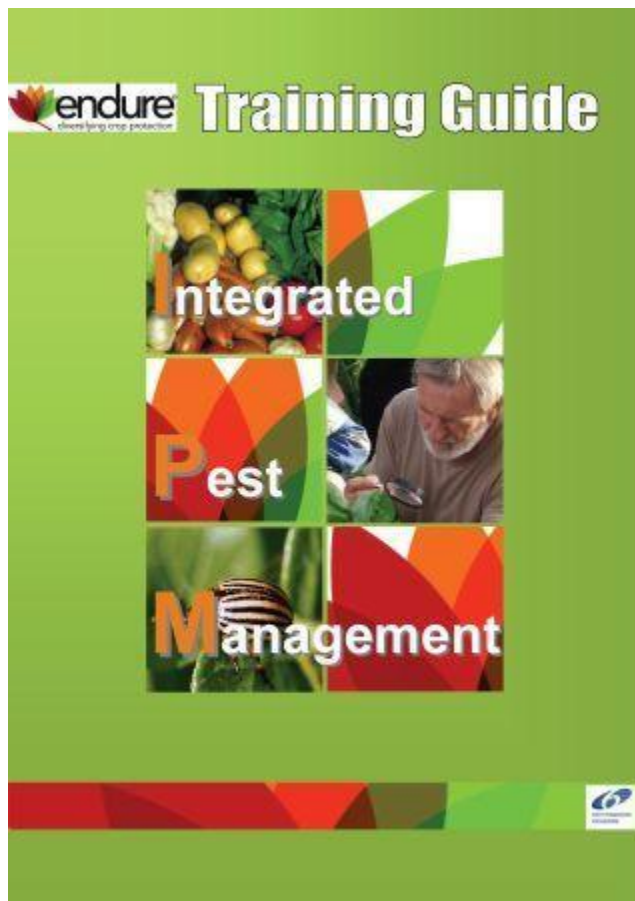
- Farmers/growers are systems managers and thinkers
- Many factors are taken into account in daily management
- Advisers can help raise technical knowledge/awareness of IPM



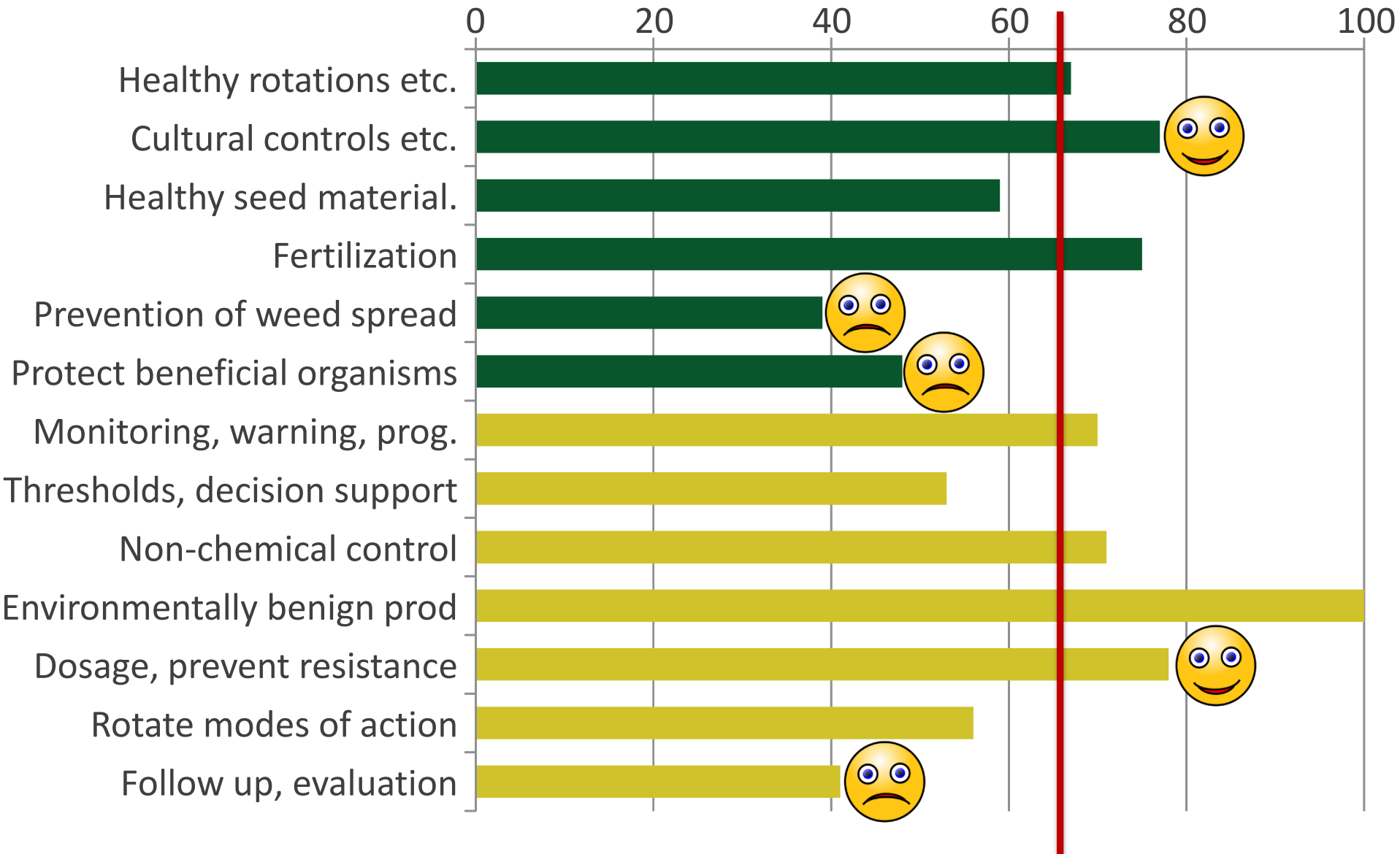
Photo: Jens Erik Jensen, SEGES



Learning tools for farmers

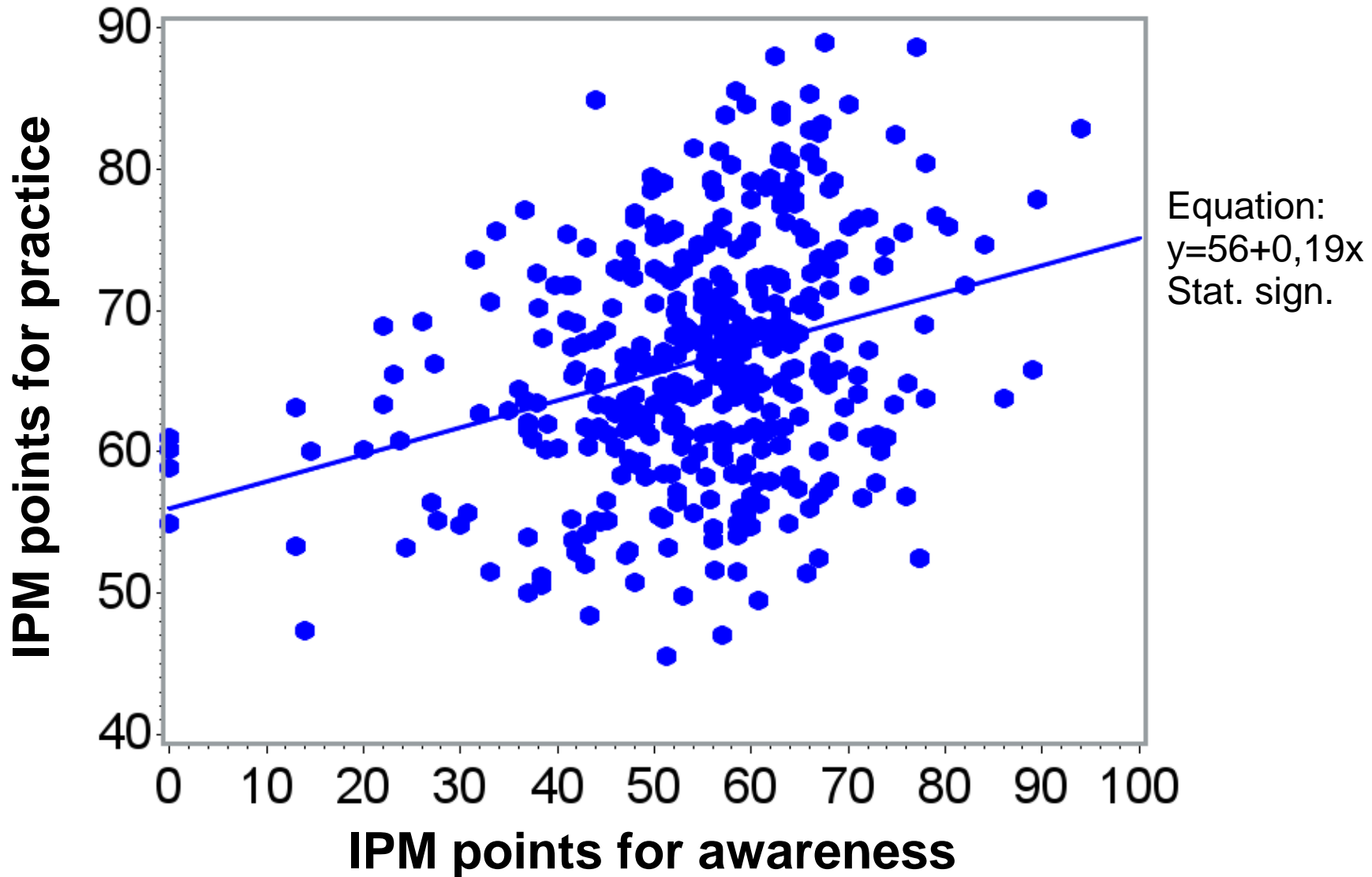


IPM practice in Denmark



Source: IPM points for 394 Danish farms (Jensen, 2014)

IPM awareness and practice



Source: IPM points for 394 Danish farms (Jensen, 2014)

IPM: ...then you change practice!

- Adaptation of IPM toolbox to farm environment, microclimate etc. requires joint learning processes
- Involves many parties to work!



Photos: Jens Erik Jensen, SEGES

The future IPM adviser?



New Advisers



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About ENDURE

New Advisers

News: Update March, 2013

News: Project launch February, 2013

Outcomes from the New Advisers Leonardo project

Tools for advisers in agronomy

Skills and ways to progress in agronomic advisory

Resources for advising on pesticide reduction

Table A: Information on diseases and regulations

Table B: Diagnostic and decision supports

Table C: Systemic approach in

■ Resources for advising on pesticide reduction

- *You are an agronomic adviser and you note that some issues are new, without really validated technical responses?*
- *You need to develop more collaborative ways of working with farmers and colleagues?*
- *You are looking for new methods of facilitation and accompaniment on pesticide use?*

In the tables identified below, you can find tools and other resources already being used by partners of the New Advisers Leonardo project.

Orientation table to resources

What are you looking for?

How to improve your technical knowledge on the control of pests?
Where to find examples of already validated technical solutions?
What devices could improve practice of pesticide applicators?
What types of technical diagnostic tools are used in other countries?
What methods to improve the crop system?

Refer to the following tables:

See [Table A](#) - [Table E](#)
See [Table A](#) - [Table D](#) - [Table E](#)
See [Table B](#) - [Table D](#)
See [Table B](#) - [Table A](#)
See [Table C](#) - [Table D](#)



New adviser roles?



Expert/
saleswoman

Facilitator



Source: New Advisers

New Advisers - videos



Advisers and co-innovation

- PURE work in wheat and vegetable cropping systems
 - The Netherlands, France, Germany, Denmark
 - Challenging but exciting!



Source: French pilot team

Advisers and co-innovation



Source: Danish pilot team



Source: Dutch pilot team



- "Co-innovation for IPM" after lunch!
- Visit the IPM Market Square

IPM and openness

Source: Danish pilot team

From this project, I learned that you should be open to all the ideas you get

IPM – a opportunity to us all!

- A lot of research needed to support better implementation
- Growers, advisers, scientists and stakeholders should work together
- Challenge to create innovative solutions out of what may seem like restrictions!

Yes, we can!





Thank you for your attention!



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