



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?

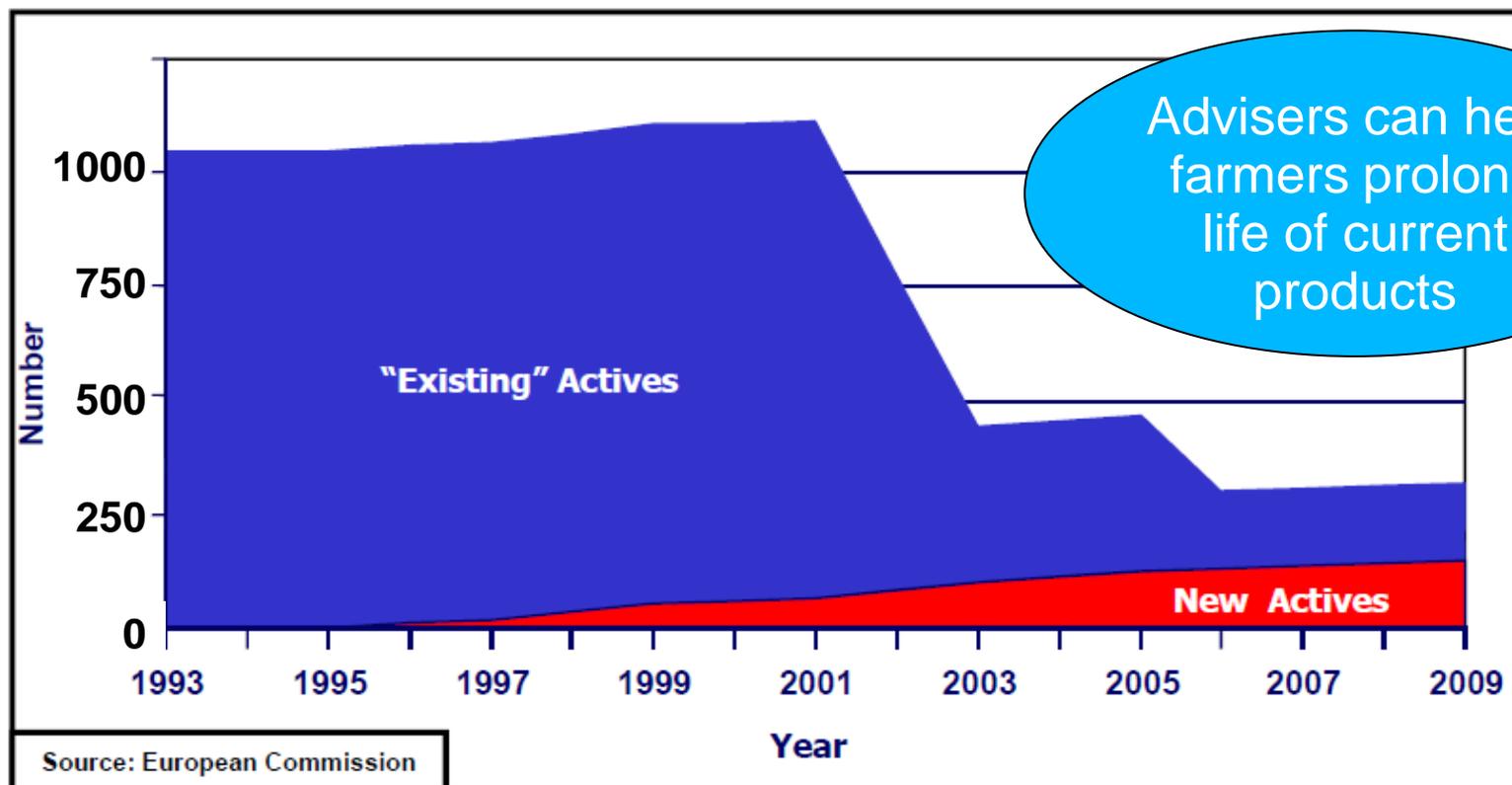
- This is an interesting new way to work with farmers and stakeholders
- This is a chance to create long-lasting relationships with customers
- Opportunity to pursue long-term goals



Photos: Jens Erik Jensen, SEGES

Drivers for IPM

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

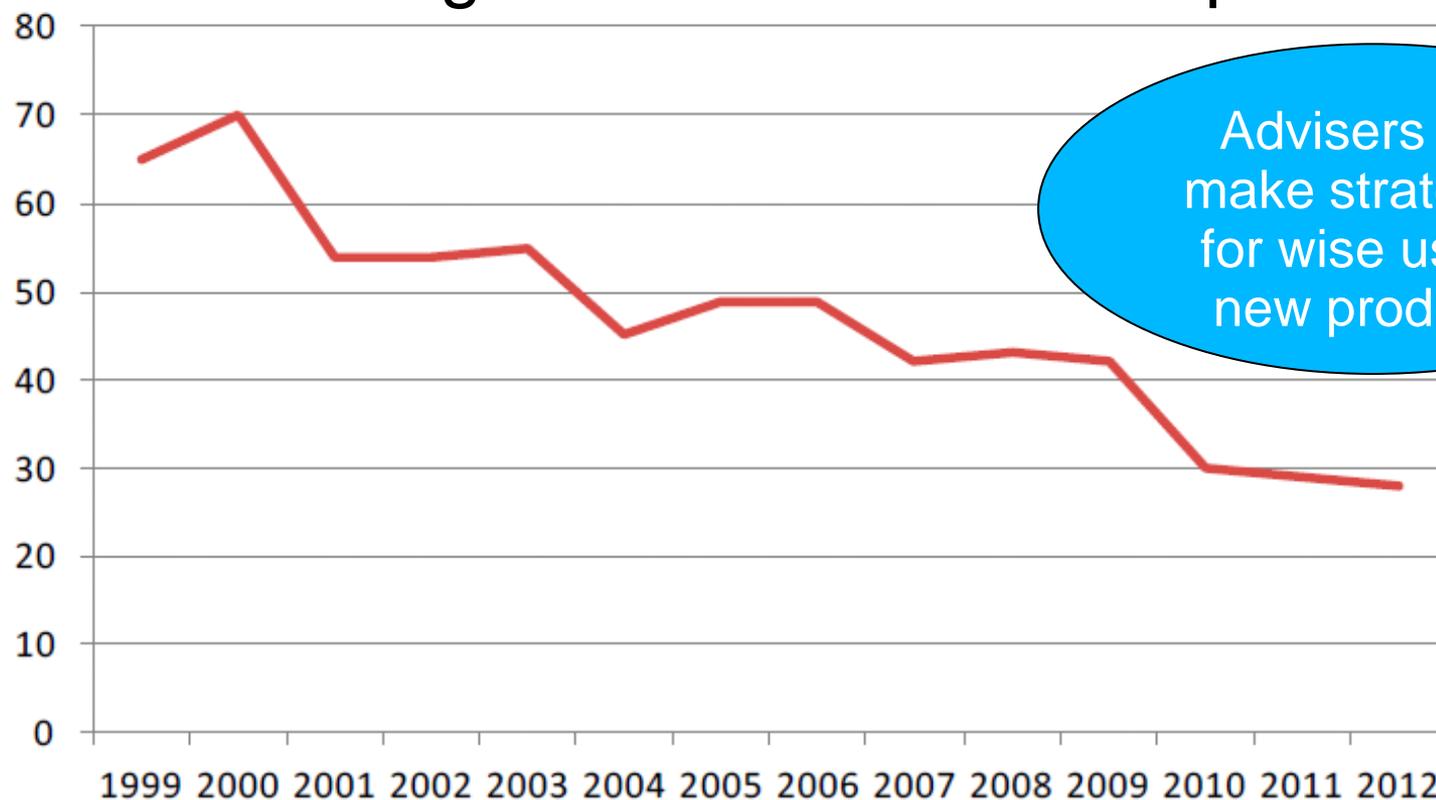


Advisers can help farmers prolong life of current products



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

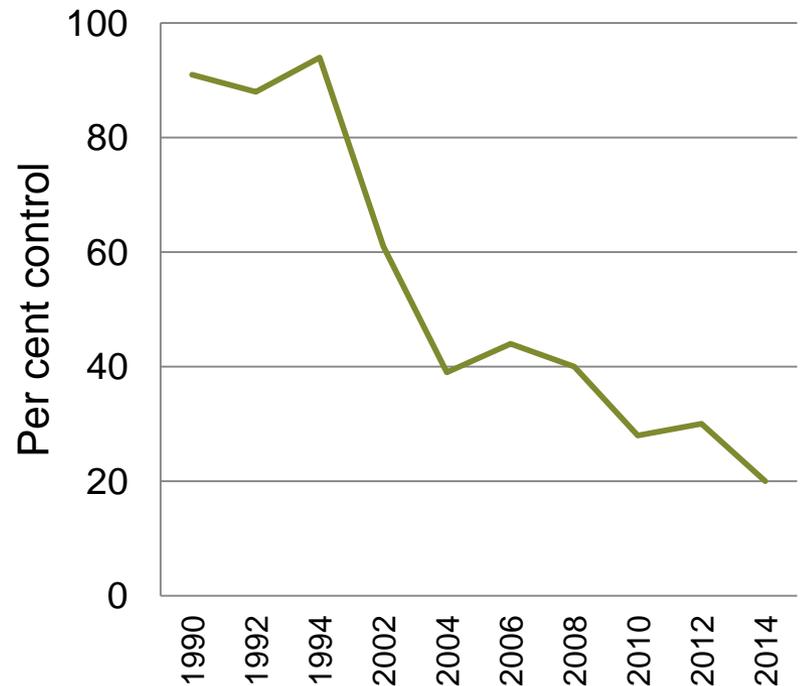
- Increasing resistance problems

Advisers may help but new research needed!

2 x 1/2 epoxiconazole



2 x 1/2 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



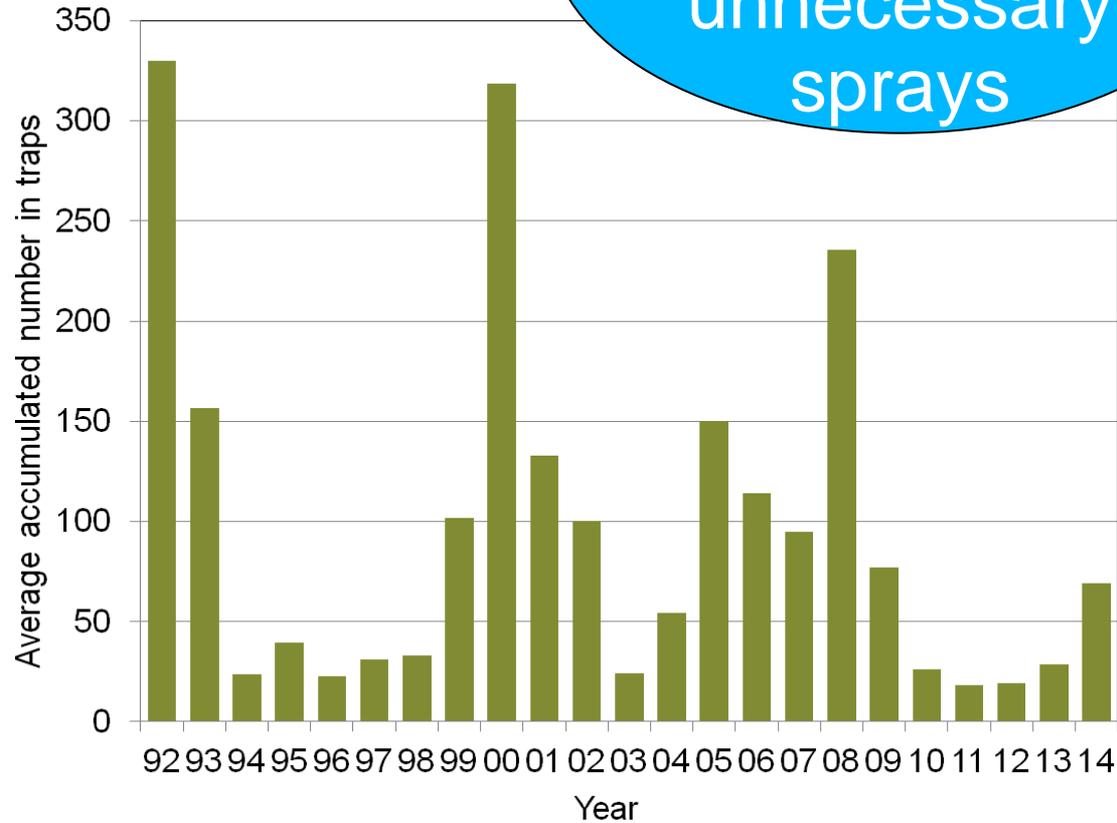
Photos: SEGES



Drivers for IPM

- Cabbage stem flea beetle

Advisers may help avoiding unnecessary sprays



Pyrethroids only option – resistance?

Neonicotinoids in the future?

Drivers for IPM

- New development of biological control IPM tools



An adviser may help finding smarter/cheaper ways

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

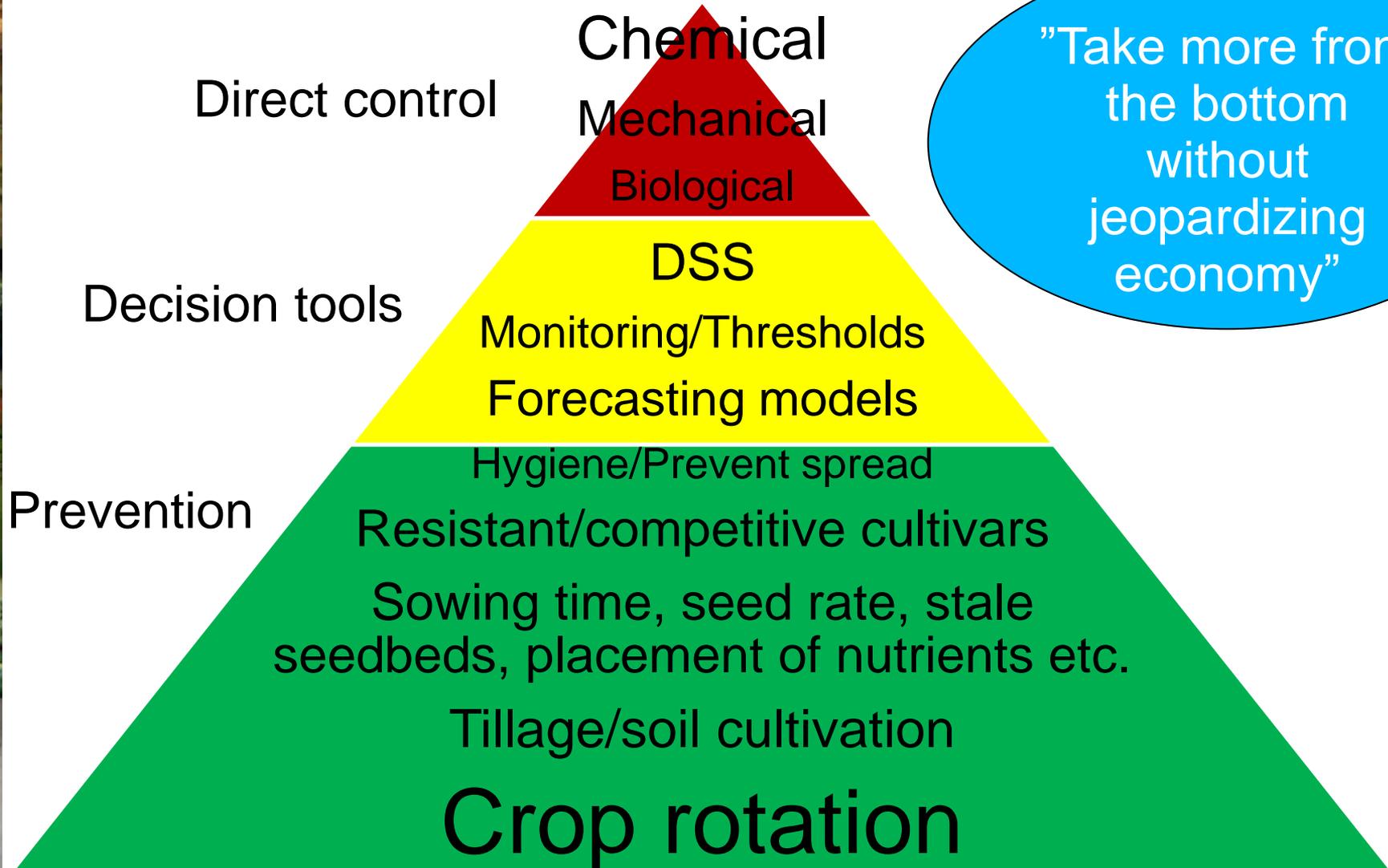
Advisers may assist with paper work etc.

- Market and consumer requirements



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

IPM tools and pyramid



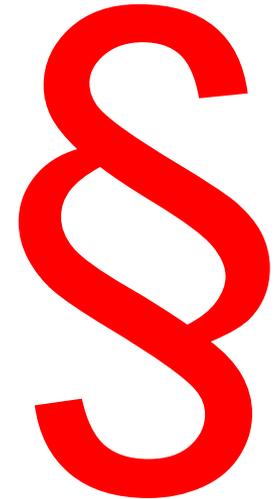
"Take more from the bottom without jeopardizing economy"

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!**



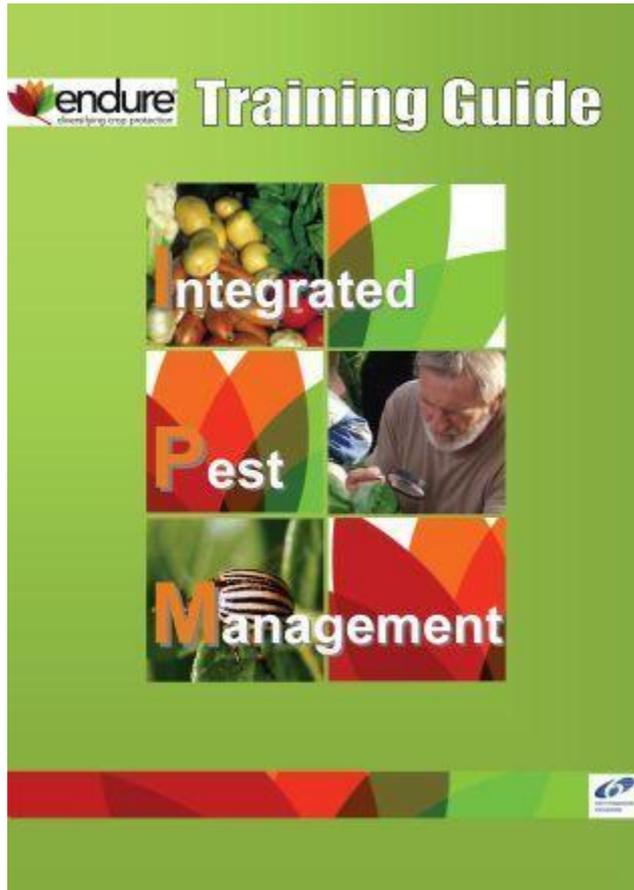
IPM: First you raise awareness...

- 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



En fordel ved den mekaniske rensning er, at arbejdet ikke kræver "godt sprøjtevej" og behøver ikke at udføres i de tidlige morgentimer. Til gengæld kræver det, især på lerjord, at jorden ikke er for våd, og at der er tørvejr efter mnsningen, så ukrudtet kan udleme. En forudsætning for en effektiv rensning er, at jorden nemt kan flyttes og der med fordel kan udleeres til en specialiseret maskine. Det er i høj grad en maskinopgave, som kræver meget præcision af maskinføreren.

5 råd om radrensning i majs

- 5 om fra rensken
- 5 cm dybden
- 5 cm overlap af skær
- 5 cm jord fjernes ind i rensken
- 5 timers lavere til luftning af løstet ukrudt

Figur 3.61

Radrensningen eller to gange efter en sprøjtning med god effekt giver god bekæmpelse af ukrudt imellem rækkerne. Et andet af de problemer, som mange støder på er et stort problem. Et andet af de problemer, som mange støder på er et stort problem. Et andet af de problemer, som mange støder på er et stort problem. Et andet af de problemer, som mange støder på er et stort problem.

Figur 3.62

8-9 cm

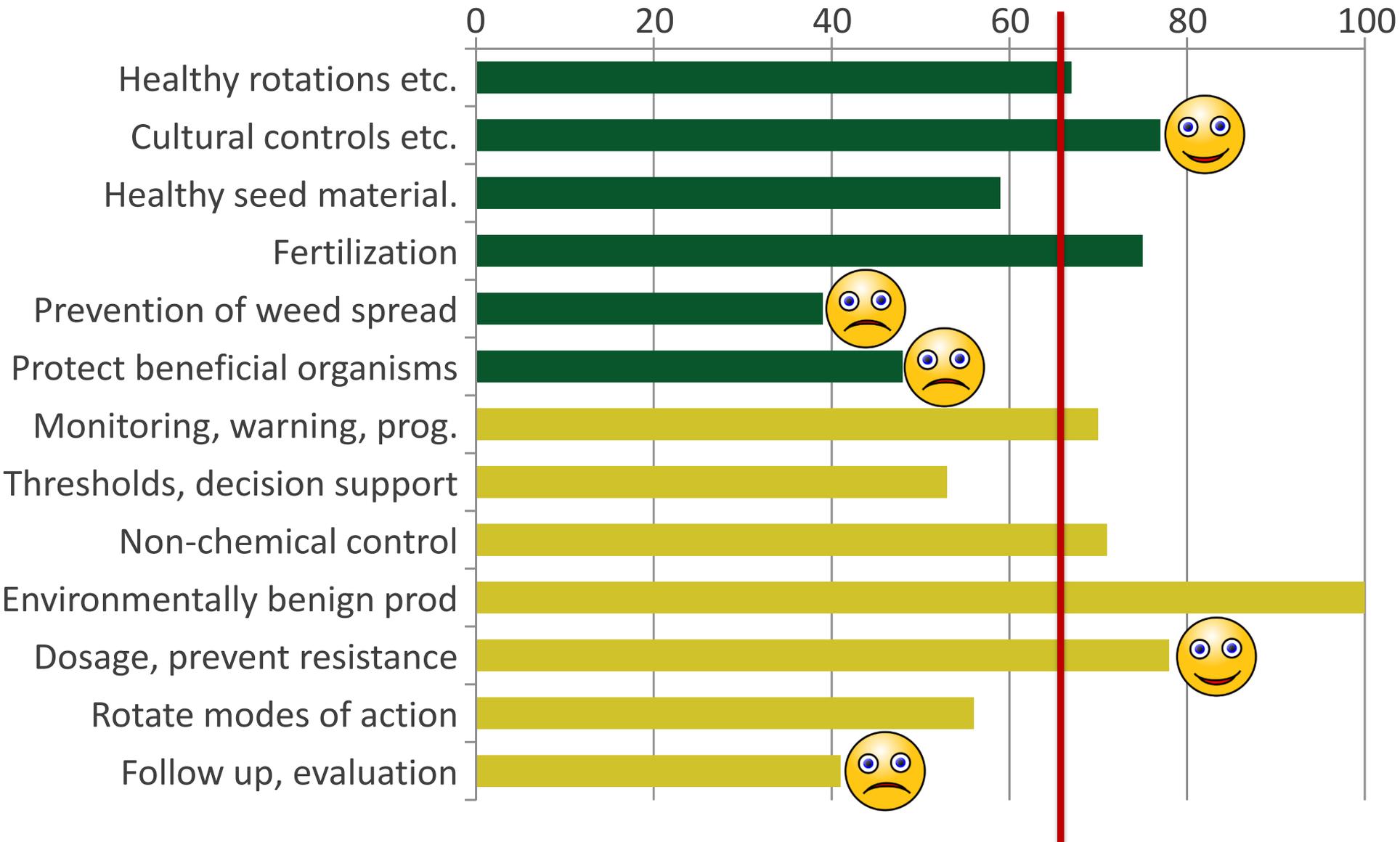
Figur 3.63

Masser af nye skud

Figur 3.64

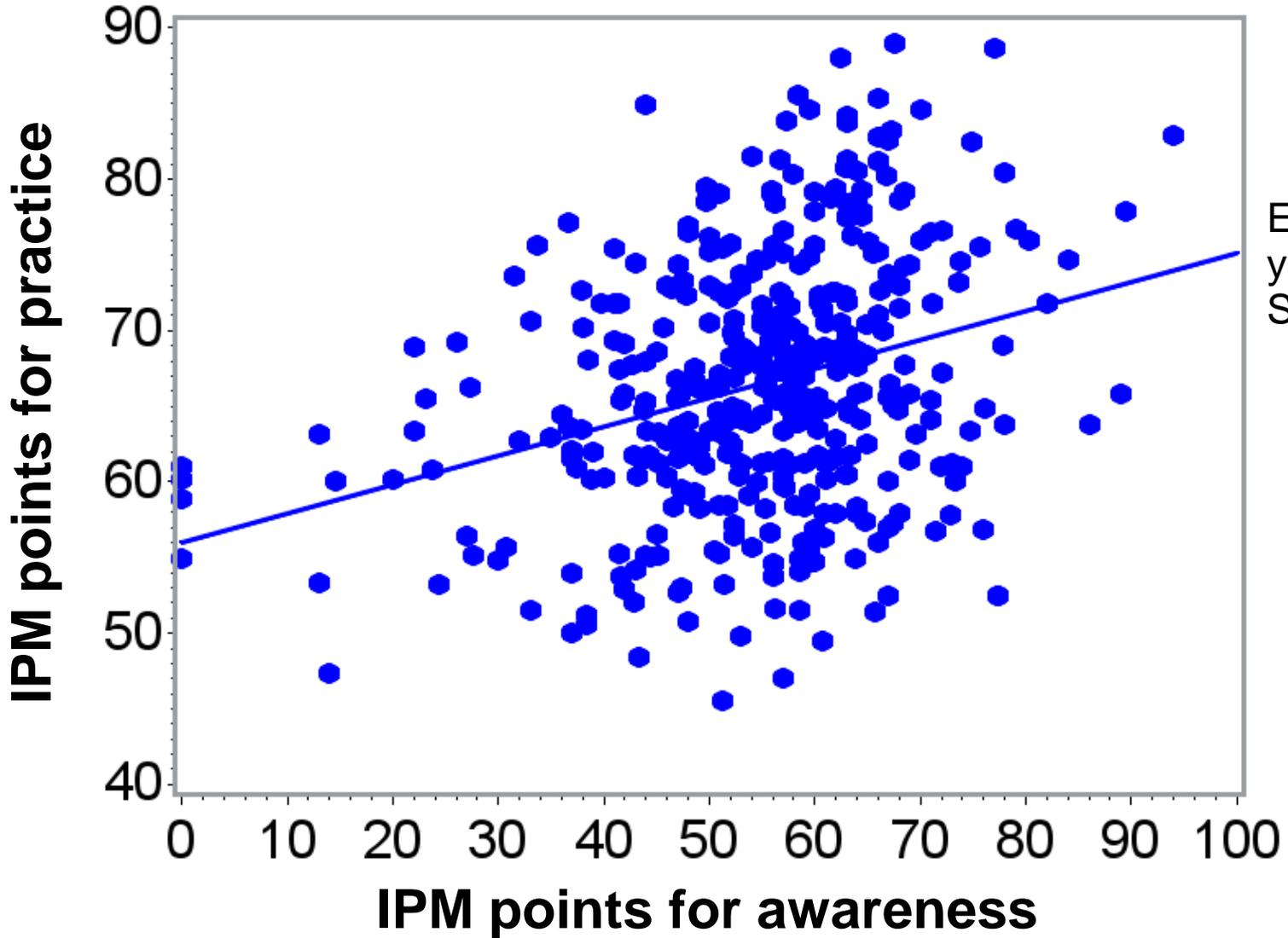
Nyere fordele og ulemper ved anvendelse af mekanisk ukrudtsbekæmpelse i majs

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?

Facilitator or
innovation
partner?

Expert
?

??



New Advisers



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Rss

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All the news

You are here : [Home](#) > [About ENDURE](#) > [New Advisers](#) > [Resources for advising on pesticide reduction](#) .

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?	Refer to the following tables:
How to improve your technical knowledge on the control of pests?	See Table A - Table E
Where to find examples of already validated technical solutions?	See Table A - Table D - Table E
What devices could improve practice of pesticide applicators?	See Table B - Table D
What types of technical diagnostic tools are used in other countries?	See Table B - Table A
What methods to improve the crop system?	See Table C - Table D



New adviser roles?



Expert/
saleswoman

Facilitator



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



... for which we visited an organic farmer, who had various weeding machines

Source: Dutch pilot team



sometimes you need to be shaken or challenged in one way or another.

- "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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