



Maintaining landscape values as a contribution to rural development



Reinier de Man

Part I

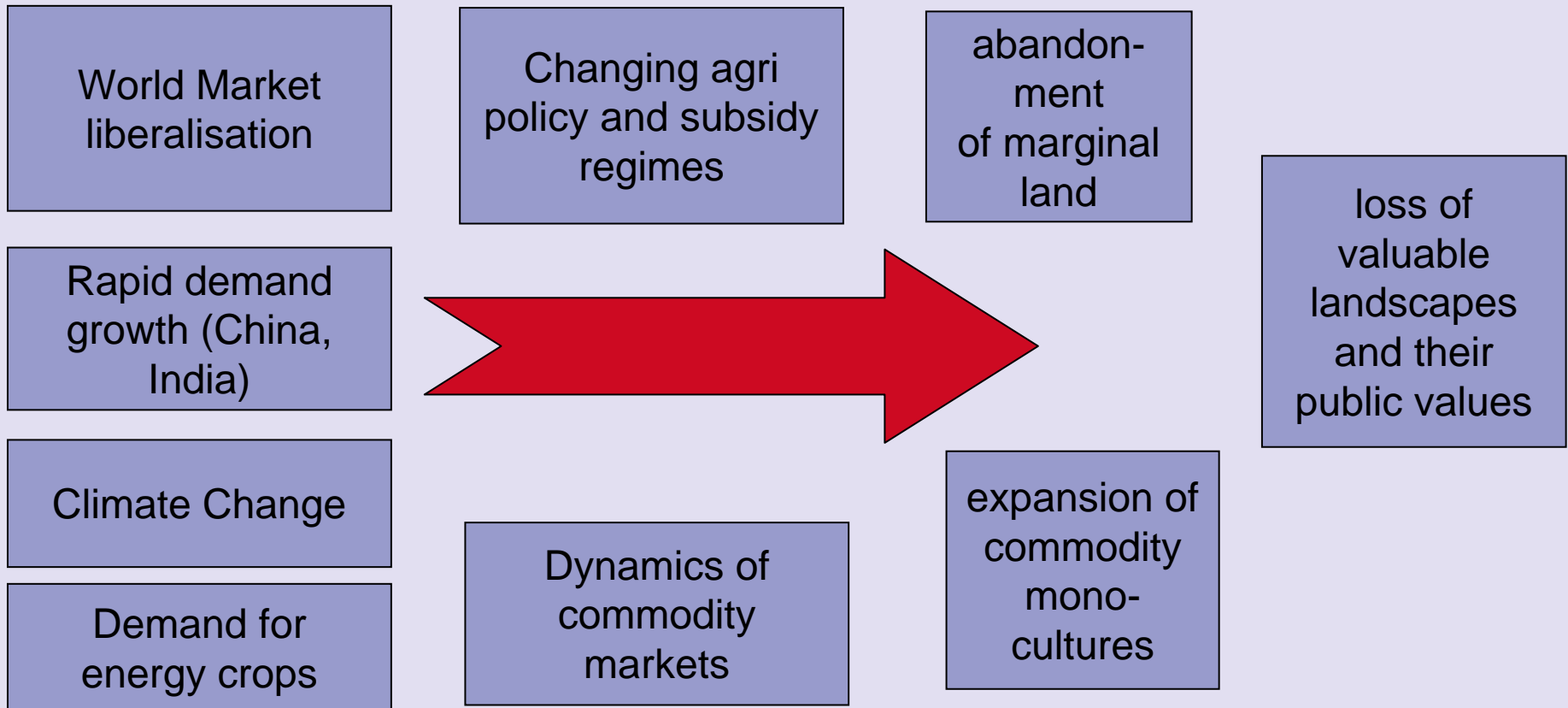
Introduction

European Cultural Landscapes



- highly valuable
 - contain a high proportion of Europe’s biodiversity
 - have a high value because of their beauty
 - contain many cultural and historic values
 - provide space for experiencing ‘nature’ and recreation to the urban population
- (extensive) agriculture is crucial
 - farming has shaped the landscapes, farming maintains valuable landscapes
 - over 70% of Europe’s biodiversity may be dependent on farming

Rapid change, rapid loss



The landscape needs the farmer



- Maintaining landscape values – keeping the farmer:
 - multifunctional farming
 - producing food + public services
- The farmer should be rewarded for
 - the important public services he/she provides, such as biodiversity, open space, nature experience etc.
 - N.B. the farmer should not be rewarded for ‘not doing’ certain things!
- Conditions for sustainable multifunctional farming
 - organising multifunctional farming at the (sub-) regional level → next slides
 - creating the right policy/subsidy environment → slides 16-18

Part II

The regional and project level

Example 1: South Downs Marketing Ltd



SOUTH DOWNS MARKETING Ltd.

(c) Chris Clark,
REP, Boxtel 2007





Current pricing

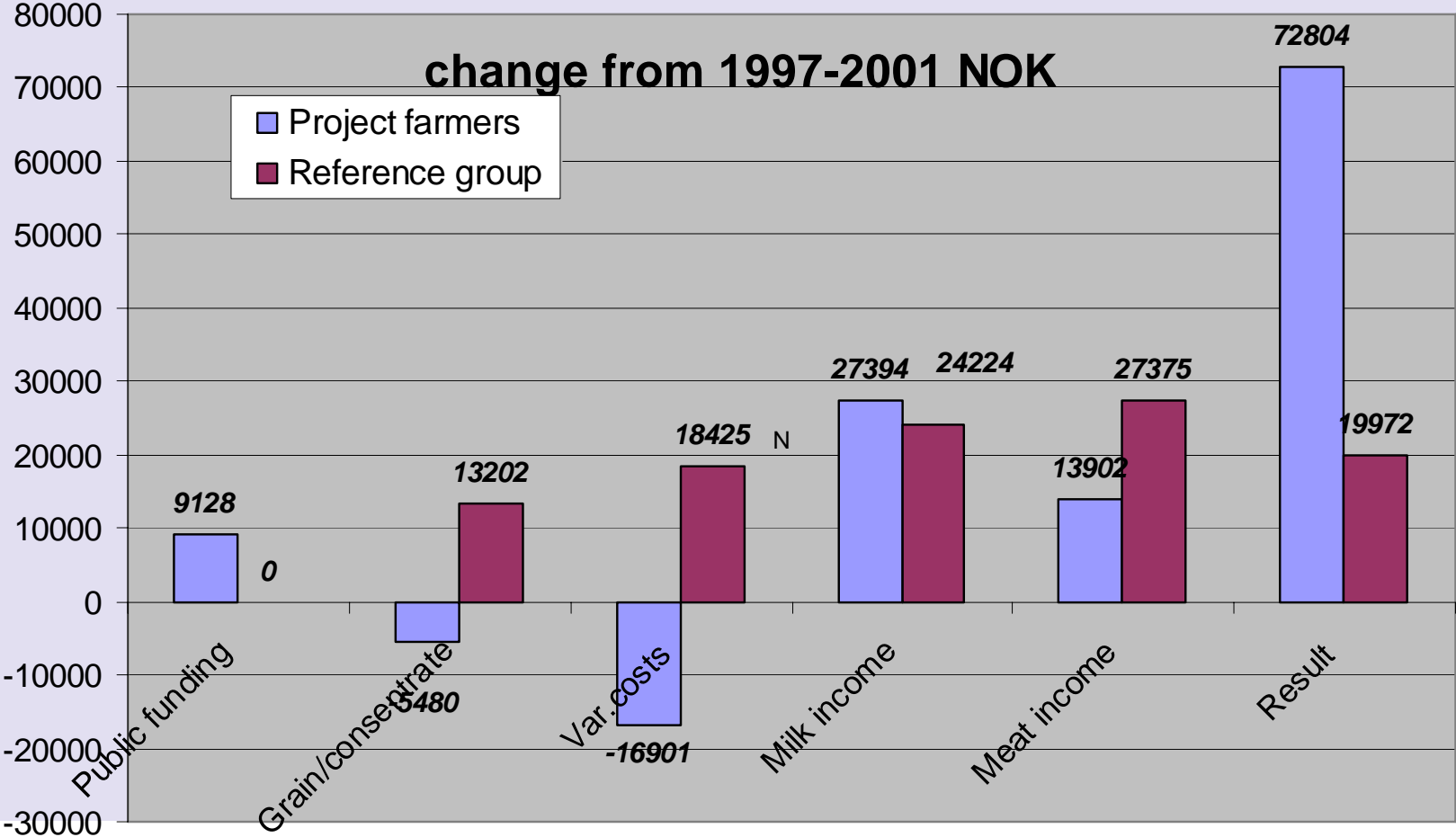
| | SDML | Market | <i>Incr. %</i> | M&S | <i>Incr. %</i> |
|-------------------|------------------|------------------|----------------|------------------|----------------|
| April – Aug 07 | €3.80 (£2.65) | €3.37 (£2.35) | + 13% | | |
| Sept 07 | €3.80 (£2.65) | €3.09 (£2.15) | + 23% | | |
| Oct 07 | €3.66 (£2.55) | €2.87 (£2.00) | + 28% | €3.37 (£2.35) | + 13% |

Example 2: Project Living Summer Farms 1998-2002

Objectives

- Develop competitive and alternative models for milkproduction, funded at local resources, with a high degree of value adding in a broad context, and a culture landscape desired by the society
- Experience how an increase in exploration of the mountain pastures influences the development of and the maintainance of this special cultural landscape
- Develop new industries funded by culture, history, identity

Economic results- average of 15 farmers



Brandbuilding

Owned by the producers

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Example 3: Farming for Nature: Biesland: nature in urban Holland



“Farming for Nature”

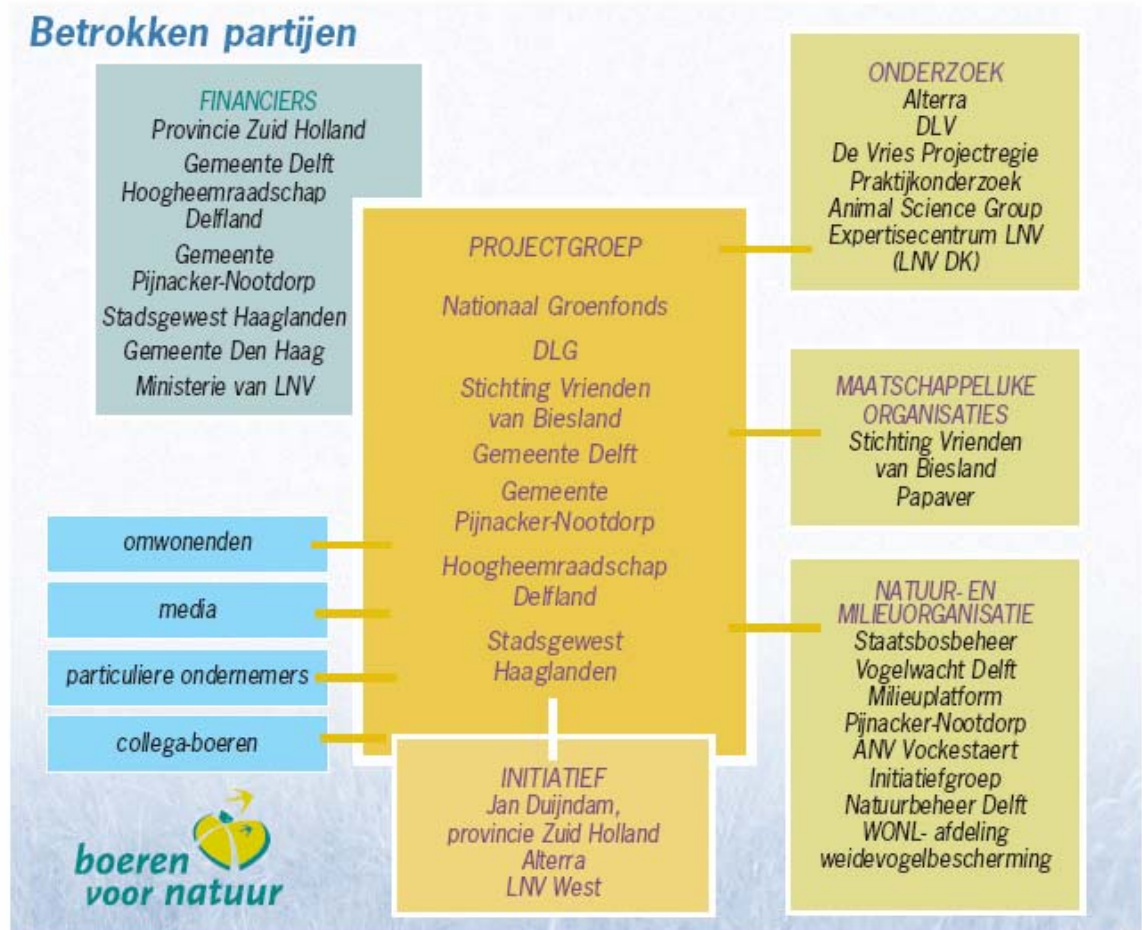


- Farming for nature
 - The central idea is that farmers can play an important role in managing nature and landscape.
 - “Boeren voor Natuur” has defined new forms of agriculture: the farmer continues to be economically independent and ‘nature production’ substantially contributes to his income and to the continuity of his farm.
- Bottleneck
 - acceptability within EU and national legal frameworks
 - “Boeren voor Natuur” has managed to find this acceptance, but not without lobbying.

Farming for Nature: the Biesland example, players involved



Verhalen van Biesland 2006
52
BOEREN VOOR NATUUR



Summarising ...



- Three conditions
 - Base your solution on detailed analysis of farming – landscape interactions
 - Create appropriate cooperation networks at the local/regional level
 - Make the required public and private financial resources available
- *Effective solutions are always region-specific*
 - *farming – landscape interaction is different*
 - *networks are different*
 - *financial possibilities are different*

Part III

The policy level

The EU Single Farm Payment



- is a major step forward, but ...
- Farmers are paid for ‘income foregone’:
not a sufficient incentive
 - payment for conservation services
 - payment on the basis of proper farm system analysis: take complexity into account, do not create new risks for farmer
- 80% of the funds go to 20% of the farmers
- Growing EU: broader distribution of funds

REP recommendations (see flyer)



- CAP direct aid payments → wider range of rural public benefits
- multi-functional and cross-sectoral approach needed
- new instruments needed, role of public-private partnerships
- less boundaries between economic, ecological and community sectors
- Establish REPs in all EU member states

Part IV

The REP initiative

REP = Rural European Platform



- REP is a platform for learning and knowledge exchange between practical projects for rural development by maintaining landscape values
 - Irish farmers can learn from Austrian farmers
 - Regional authorities in Belgium can learn from their Norwegian colleagues, etc.
- REP is a platform for providing practical knowledge to policy makers and influencing policies
 - at the European (EU) level
 - at the national level

REP's mission



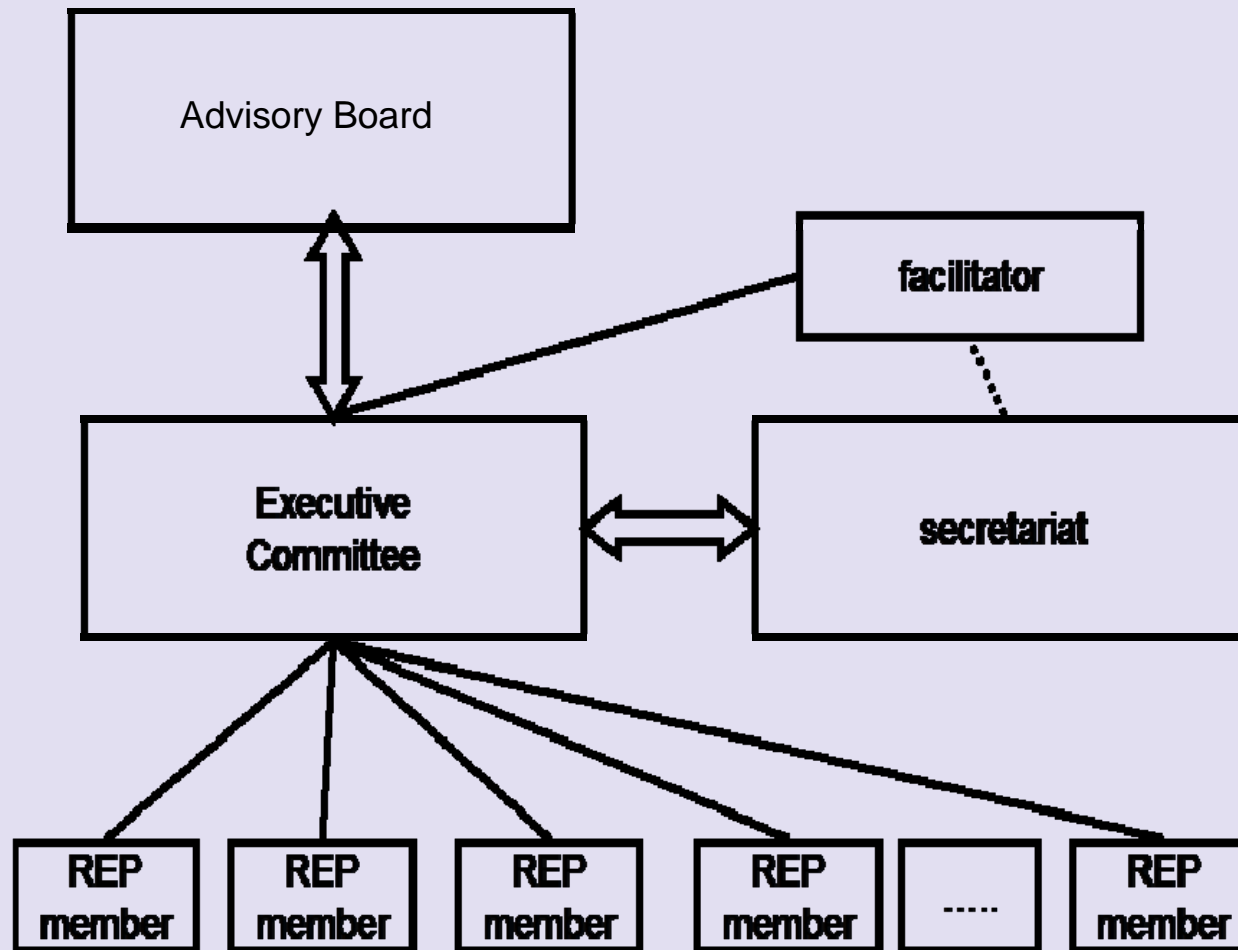
- REP is at the forefront of knowledge exchange and policy formulation for sustainable rural development in Europe:
 - *development that creates added economic value at the local and regional level, protects and develops biodiversity and contributes to social cohesion.*
- REP is connecting
 - knowledge and practical experience on the ground
 - with policy development and implementation at the European and national level.
- REP is the network for effective and innovative solutions
 - that create the right conditions for financing sustainable rural development through co-operation between the public and the private sector.
 - REP is providing a basis for maximising the performance of public money for rural development and agriculture.

REP HISTORY & FUTURE

1. Constitution of REP at Lien, Norway (July 2004)
2. Setting up REP (2005-2007)
3. REP Workshop in Falenty, Poland (October 2006)
4. REP Workshop in Boxtel, The Netherlands (October 2007)
 - The End of the Beginning
5. Making REP work in European countries (2008-.....)
 - Business plan, concrete projects



REP GOVERNANCE



The REP Advisory Board



- Merrick Denton-Thompson
 - Natural England UK
- Mark Thomasin-Fosters
 - European Land Owner Organisation, Brussels
- Stein Ivar Mona
 - Trøndelag representative, Brussels
- Armin Werner
 - ZALF/DLKG, Germany
- members from more countries to be invited

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