

Farmers organisations and advisors in co-operation for solving environmental problems – the case of the project

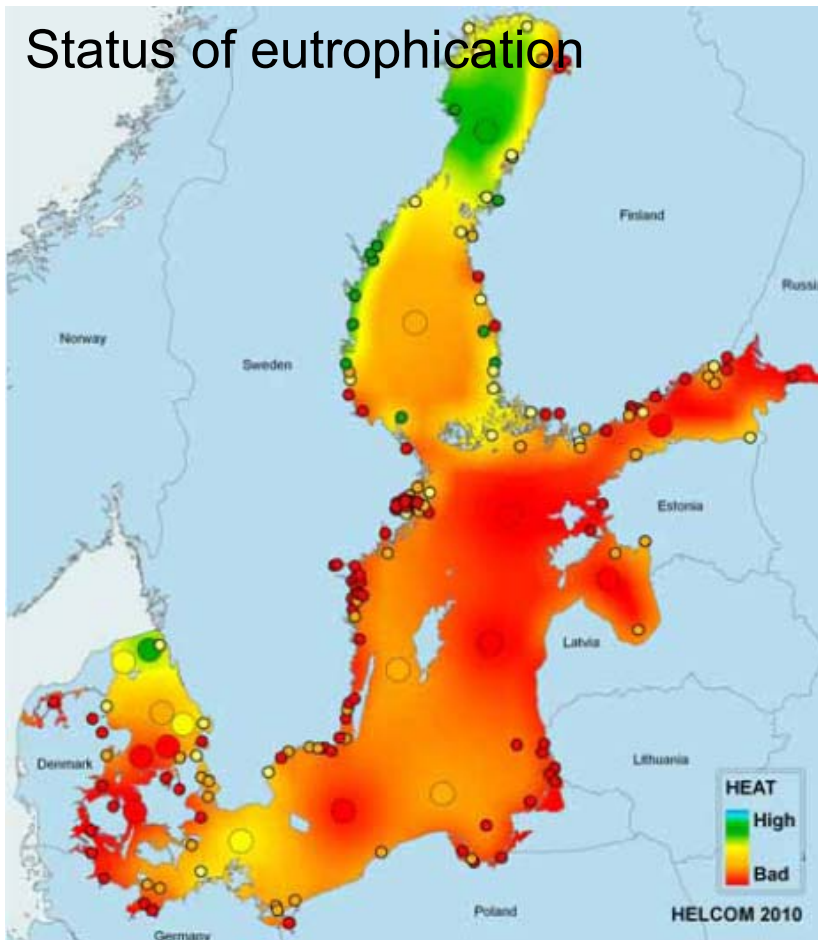
# Baltic Deal

Putting best agricultural practises into work

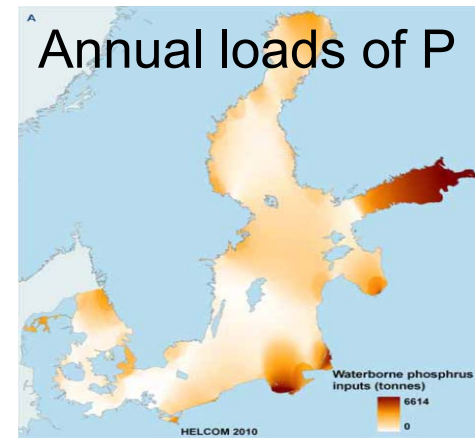


# The Baltic Sea perspective: Project justification

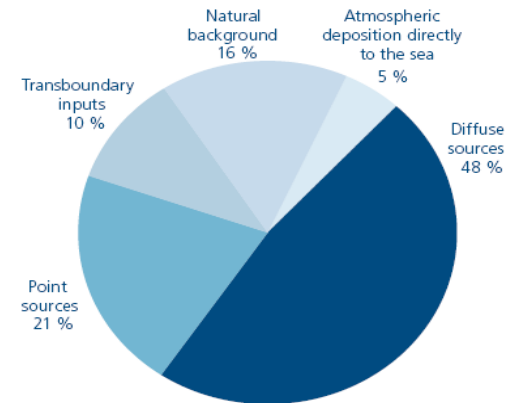
Status of eutrophication



Annual loads of P



B Sources of phosphorus inputs to the Baltic Sea



# Vision

A greener agriculture  
for a bluer Baltic Sea  
driven by knowledge  
and advice

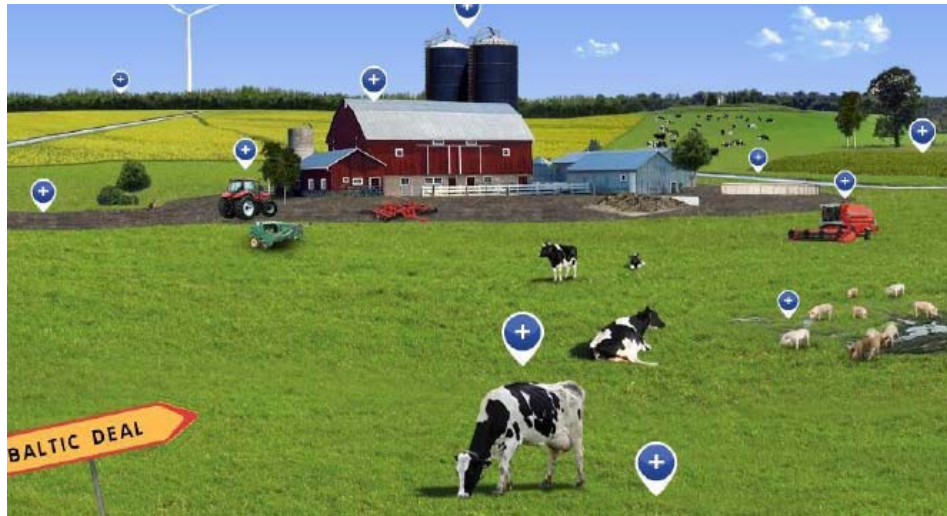


# Why focus upon knowledge and advice?

- Cost-effective
- High acceptance within the farming community with added benefits
- Increased preparedness among farmers
  - in applying for agri-environmental measures in the Rural Development Programs
  - better implementation of national and EU regulations in the agri-environmental area
- But not only "knowledge and advice"....
  - A little bit of measures, investments and policy actions, too

# Baltic Deal

- Gathers farmers and farmers' advisory organisations
- Cost efficient and competitive measures
- Reduce nutrient losses from farms
- Improve the Baltic Sea environmental status



# Outputs

- Baseline studies
- Handbooks
- Exchange of knowledge
- Study trips for farmers and advisors
- Test of practises and measures
- Toolbox of agri-environmental practises and measures
- Agri-environmental investments
- Network of 100 demonstration farms

# Target groups

- Farmers
  - Optimizing the use of nutrients is a cost efficient way to enhance productivity and benefits of the farm.
- Advisors
  - Baltic Deal provides advisory organisations in the Baltic Sea Region with improved, cost efficient methods and tools of how to support farmers to reduce nutrient losses from farms.



# Challenges and opportunities

- Different situations in different countries and areas
- Opportunity to learn from each other





# Partnership network

7 partners from 7 countries

- 2 farmers' federations
- 5 advisory actors

30 associated partners from 10 countries

- 11 farmers' federations
- 8 advisory actors
- 6 ministries
- 5 others



# About Baltic Deal

## Funding sources

- Baltic Sea Region Program 2007 – 2013
- NEFCO/NIB BSAP Trust Fund

## Budget

Approx 3,8 million €

## Project period

Start: September 2010 autumn

End: December 2013 autumn



# An inspiring flagship project

- An industry driven and voluntary bottom-up initiative
- A flagship project with eco-efficiency as a cornerstone concept
- A unique flagship project organised as a Public-Private Partnership
- The only priority area 1 flagship project that directly addresses the agricultural sector, a key sector when it concerns nutrient flows in the Baltic Sea region
- A macro-regional test project for the greening of CAP?

# Steering Board & Staff



Steering Board (to left):

Chairman:

Lars-Göran Pettersson

Members:

Juha Marttila, Mārtiņš Cimermanis,  
Thea Kaurla, Jens Ejner Christensen,  
Henryk Skornicki, Holger Franck.

Absent: Edvardas Makelis

Project staff (to right):

