



**EIP abstract on the joint results on farmers' decision
behaviour of Tasks 2.3 and 2.4 and their implications
for biodiversity outcomes**

Deliverable D38 (D4.13)

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SHOWCASE

**SHOWCASing synergies between agriculture, biodiversity and
Ecosystem services to help farmers capitalising on native
biodiversity**



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EIP Practice abstract

Short title

Farmers' decisions towards biodiversity

Short summary for practitioners

Farmers play a crucial role for the provision of biodiversity. Based on a large-scale farm survey across Europe with about 700 respondents, we identified some crucial factors that influence farmers' decisions to integrate biodiversity into their farm management. First, to support cooperation along the value chain would enhance farmers' willingness to implement biodiversity-oriented farm management practices such as extensive grassland management. We suggest a support through the implementation of food hubs, especially where markets are developing, with the aim to reconnect consumers with producers, inform about use of produce in (modern) diets, provide education, but also develop markets and marketing strategies based on biodiversity. Second, farmers are interested in habitat connectivity at landscape scale. However, they need financial support for the implementation, and beyond that also for the maintenance, e.g. on an annual basis. Additionally, a connection bonus to connect habitats would enhance farmers' contribution to biodiversity protection at landscape scale.

Third, independent advice and information are crucial for successful implementation and management of biodiversity measures, and to close knowledge gaps how to maximise biodiversity benefits. We found farmers decision making to implement and manage a biodiversity measure is strongly motivated by care for the environment and nature, as well as environmental effectiveness of that measure. Risks tend to be overestimated and are seen mainly by farmers who are generally unwilling to implement and manage biodiversity measures, and don't play as big a role for farmers who are generally willing. Fourth, there is limited potential for biodiversity labelling. While farmers show big interest in participating biodiversity business models based on measurable biodiversity key performance indicators (KPIs) facilitated by private companies, specific biodiversity labels are not enhancing farmers' willingness to participate agri-environmental schemes, if labelling opportunities exists. We therefore suggest to rather further develop the EU organic label towards biodiversity, or support some private initiatives to make efforts for biodiversity visible to consumers.

In summary, the practical suggestions from our results to support farmers to enhance biodiversity are: Implement food hubs at community level to connect actors along the value chain, implement spatial coordination or agglomeration bonus in biodiversity measures for connecting habitats, and consider a wider set of spatial aspects important for farmers in landscape planning to connect habitats, offer independent environmental advisory service for farmers, and continue the development of potential and existing labels.