



Our Vision

Making the countryside grow.....

By 2010 farming and rural industries will have a leading position in Sweden in terms of growth, profitability and career choice for young people.



The New Farmers...

.....

- A new approach to the future of farming
- We are proud and believe in the future
- We have made an offer to society





We have an offer to the society

- New energy will create 25.000 new job opportunities
- Healthy and sustainable food production will create 10 000 new job opportunities
- Development of small and medium size enterprises in the rural areas, based on the natural resources e.g. rehabilitation, horses, tourism, small scale food processing will create 6 000 new job opportunities



The challenges in HNV

- The contexts are clear: only competitive and profitable farmers are able to deliver the high nature values that the society demand.
- We need a system of payment for the public goods produced by the farmers. The rural development programs are one important part of that system.
- Be aware of the risks of conflict between farming and public. There are examples of good cooperation between farmers and community to improve the accessibility e.g. horse riding trails.



Requirement to HNV

- **Legitimacy.** The definition of HNV must be accepted among both consumers and producers.
- **Local adaptation.** Accept that HNV could vary between regions of Europe. Support individual farms that deliver HNV, not necessarily part of a larger area
- **Respect.** HNV are a product of tradition and the work of many generation - genuine sustainability.



Two ways for farmers to get rewarded for delivering "public goods/HNV"

- CAP
 - Rural development program
- Added value from the market
 - Labeling



Willingness to pay for HNV

- 58% of consumers support the CAP and can even see it being increased (after CC)
- 88% of Swedish consumers think CAP-budget should be used to keep a vivid landscape (HNV)
- 55% of Swedish consumers are willing to pay an extra "nature fee" to keep the HNV landscapes



Source: EU barometer; Swedish Dairy Association

Tillsammans får vi landet att växa.





Labeling – for consumers

- Deliver clear information to consumers (to make an informed choice)
- Deliver added value for consumers (HNV or other quality criteria). Food safety is a prerequisite!
- Clearly state origin (national, regional or local)
- Be visible, easy to spot, on the product
- Credible system behind the label, assurance system with independent inspections



Labeling – for farmers

- Communicate the added values the farmers are delivering
- Ensure identity
 - communication directly farmers - consumers
 - not being made anonymous by industry or retailer own brand
- Relevant, cost effective and practical assurance system behind the label.
- Involvement of all stakeholders in development of the label and assurance system (farmer owned assurance system)
- Assurance system should give other benefits to the farmer (management tool, cross compliance, food hygiene etc)

Examples of labels in Sweden – delivering HNV



- **Skånskt Naturbeteskött** - owned by farmers, certified Swedish Seal, Skåne regio



- **Mälardalskött** - Owned by farmers, Mälardalen region



- **Kaprifolkött** - certified organic production, owned by farmers Bohuslän region



- **Swedish Seal of Quality** - certification system owned by LRF, national)



- **KRAV**, organic production - Farmers are one of the owners, certified organic production, international



CAP and HNV

- Increase support for existing initiatives and new development of quality HNV concepts (Rural development Programs)
- EU and national support for marketing of "Why HNV farming matters", the added values they create for society