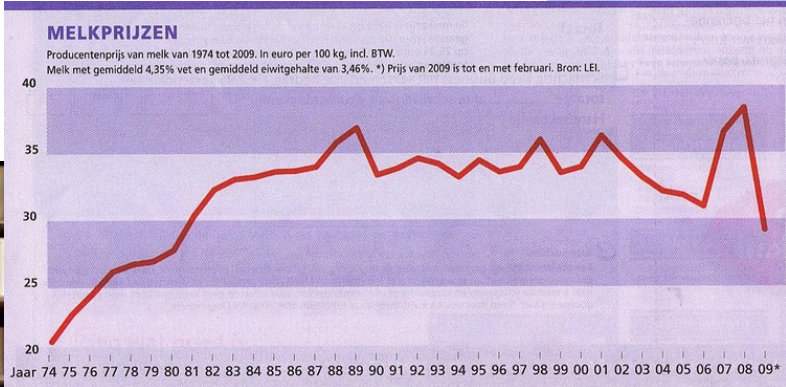


Get the farmers involved!

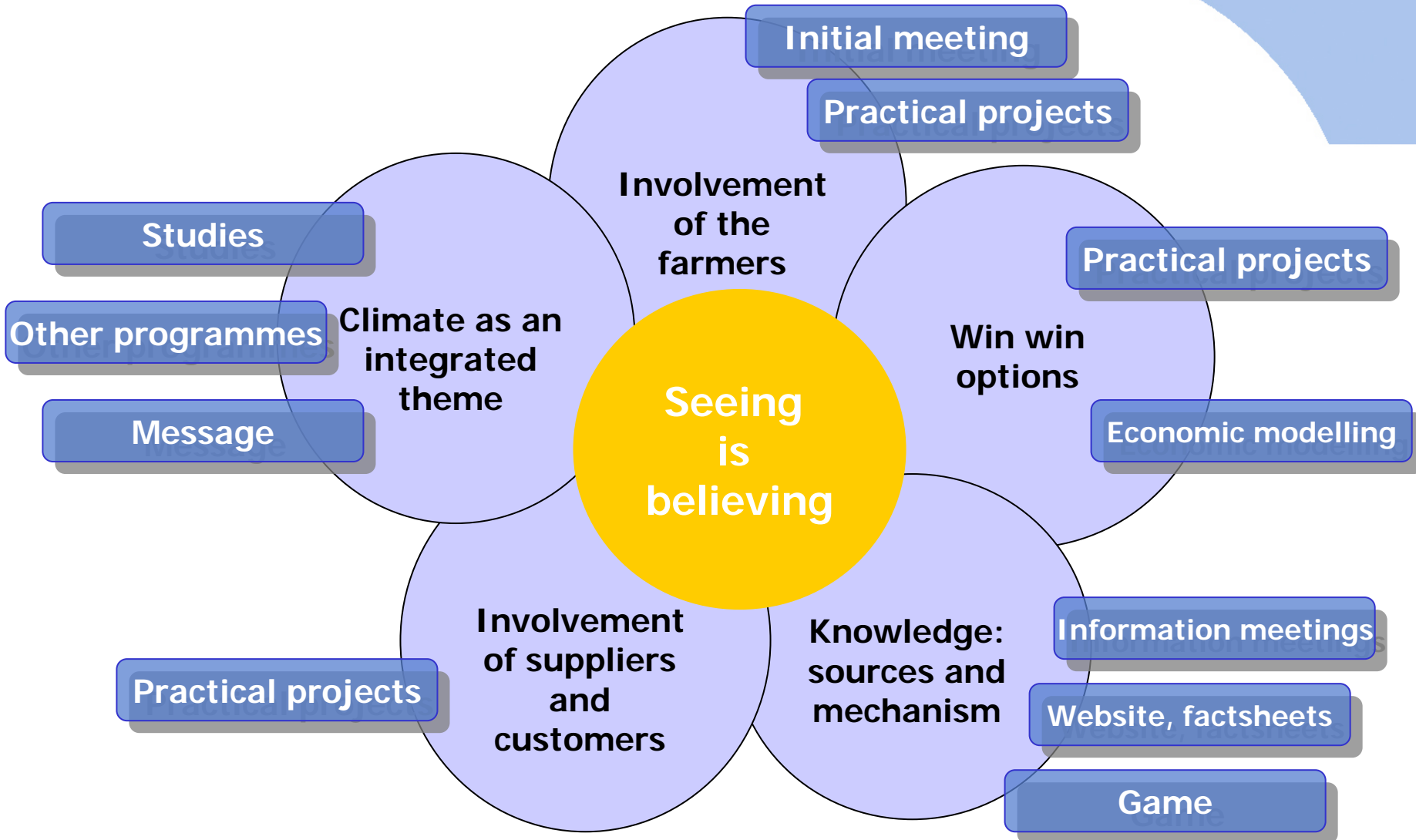
Experiences with stimulating farmers to look for mitigation options

Ida Smit

Wageningen, Friday July 3rd, 2009







Lessons learnt

- Awareness raising is difficult; other themes are more important
- Communicate the mitigation options with clear preconditions
- The effects of the measures has to be measurable for the farmers
- Time is needed to get the suppliers and dairy industry involved
- An interactive way of knowledge transfer (game) seems to be more effective than websites, factsheets and information meetings

Follow up

- Agreement: more integrated approach with other climate issues: green house gas reduction, energy saving and renewable energy production.
- Significant role for the confederation of agriculture (LTO): they take the responsibility of getting the farmers involved

Who wants to share his/her experiences?

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