



## Seeing is believing

Awareness raising in agriculture in the Netherlands

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On behalf of the: Ministry of Housing, Spatial Planning and the Environment (VROM)  
in cooperation with the Ministry of Agriculture, Nature and Food Quality (LNV)

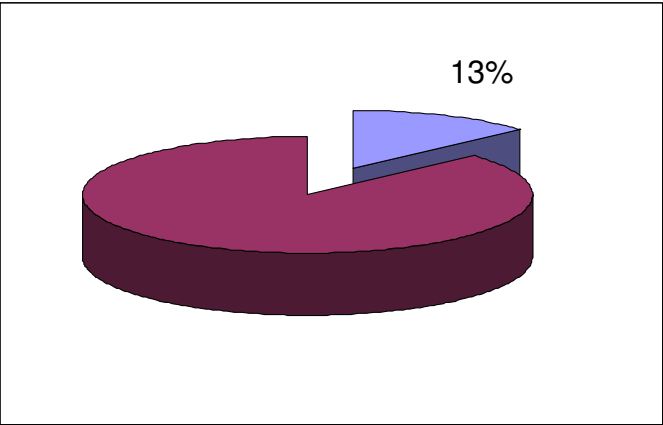
PICCMAT, 10-27-2008



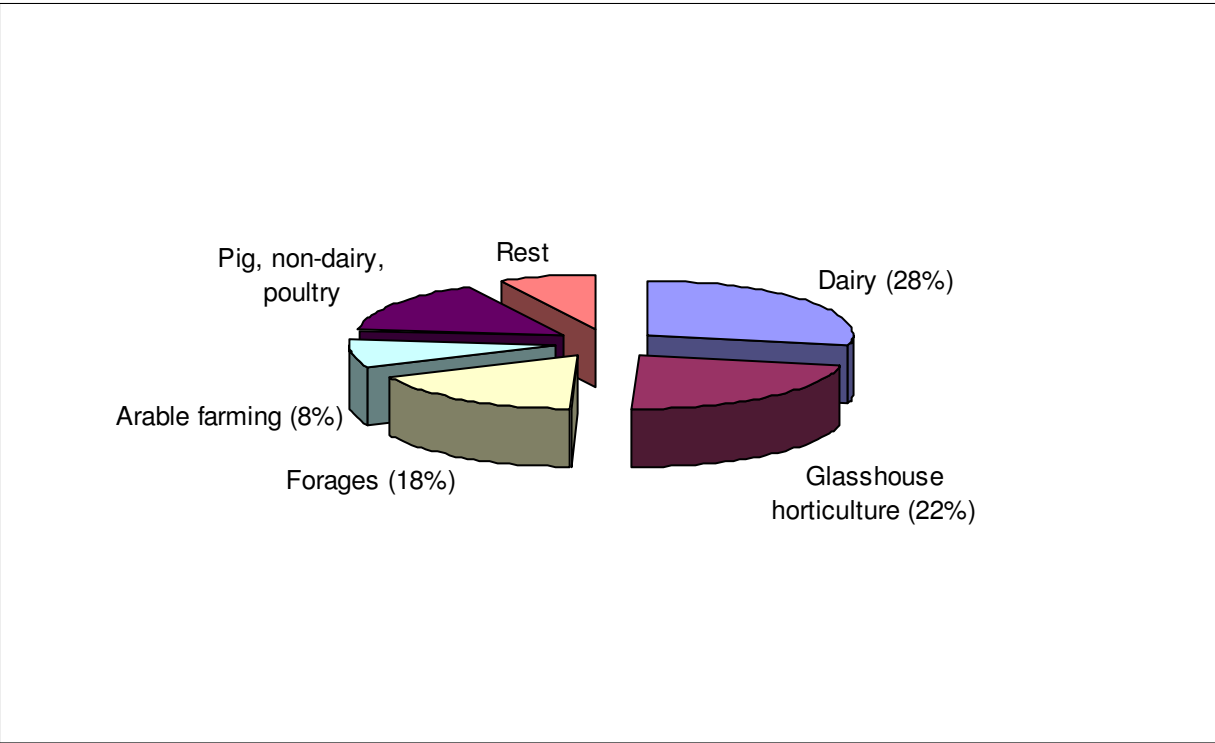
## Content

- Greenhouse gas balance in the Netherlands and climate policy
- Approach of mitigation: awareness raising
- Example of a project
- Intentions

# Greenhouse gas balance in agriculture

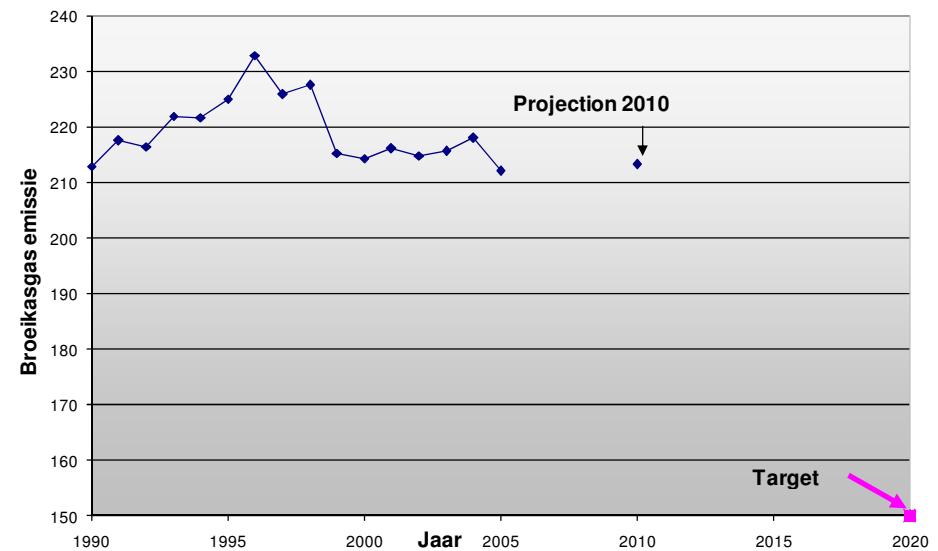


**Total emission Netherlands: 212 Mton**  
**Agriculture: 28 Mton (including energy)**

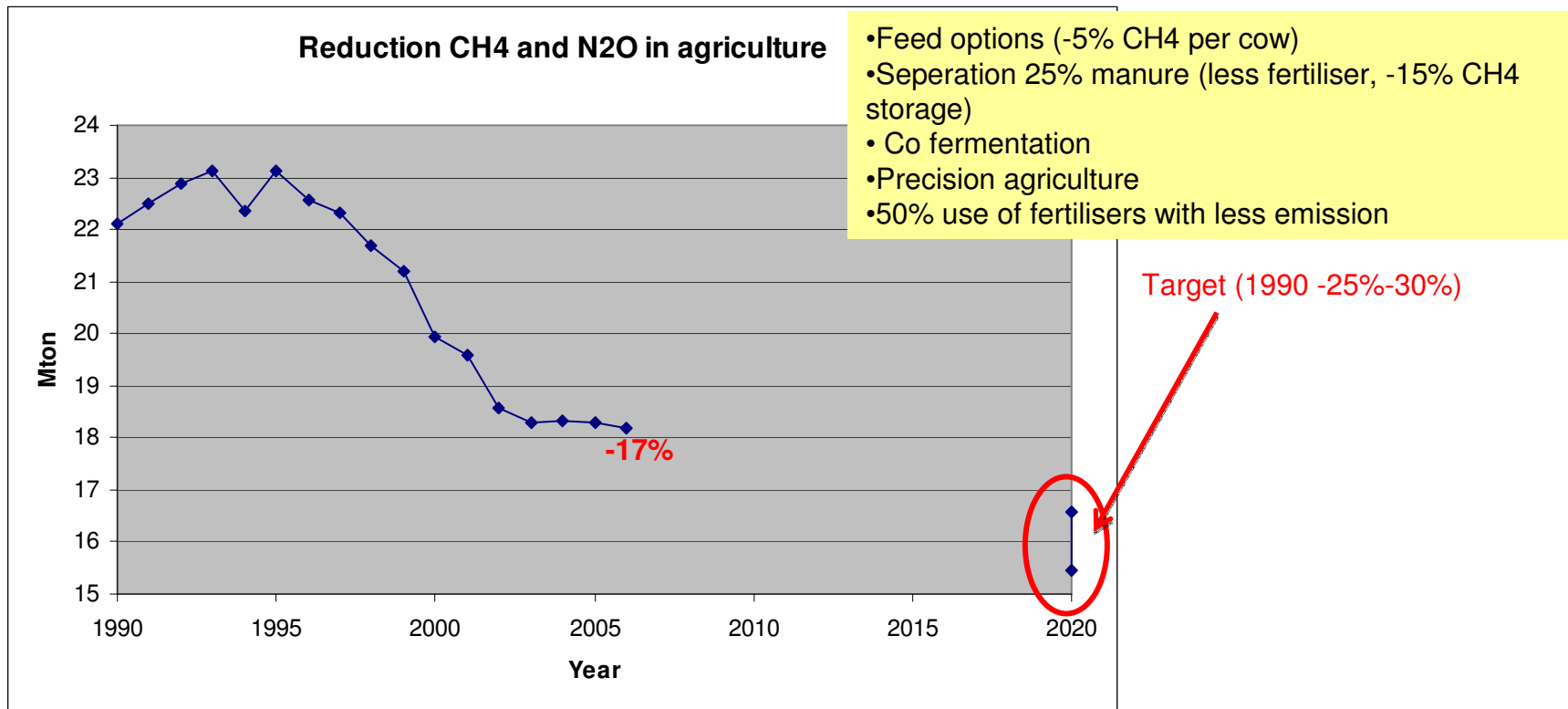


## Clean and Efficient Programme (2007)

- Greenhouse gas emission: - 30 % in 2020
- Renewable energy: 20 % in 2020
- Energy saving: 2 % per year



## Agreement Agriculture (summer 2008)



## The start of the dialogue

- A lot of information was available
- Farmers were not interested in the information
- Media attention for climate was growing



## Conclusions Stakeholder research

- **Awareness was low (25%)**
- Willingness to reduce (without high costs)
- Dairy industry and suppliers interested
- Positive attitude of farmers' organisation
- Need for detailed information





## Starting points “Seeing is Believing”

- Positive communication: win-win options
  - Involvement of farmers: farmers are the ambassadors
  - Involvement of the production chain
  - Integrated approach: environmental, biodiversity, world food supply, bio energy.
  - Firstly information about sources and development of the gases
- Message has to be unambiguous

## Project example – Climate and Cows in Overijssel [Stimuland – Animal Sciences Group]

- 14 farmers involved
- Different type of farmers
- Large variation in emission per kg milk
- Discussion and information
- Choice of a couple of measures
- Calculation of the effects
- Experience of the measures



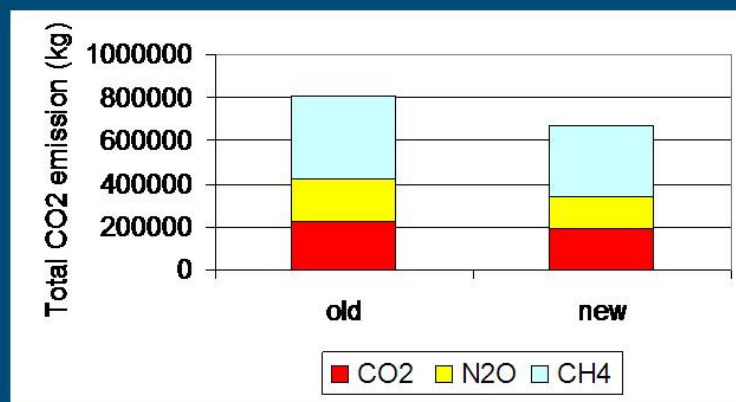
## An average farm

### ■ 1990

- 90 cows 76 st. young stock
- 390 kg N
- 7500 kg milk/cow
- 36 ha grass 9 ha corn

### ■ 2008

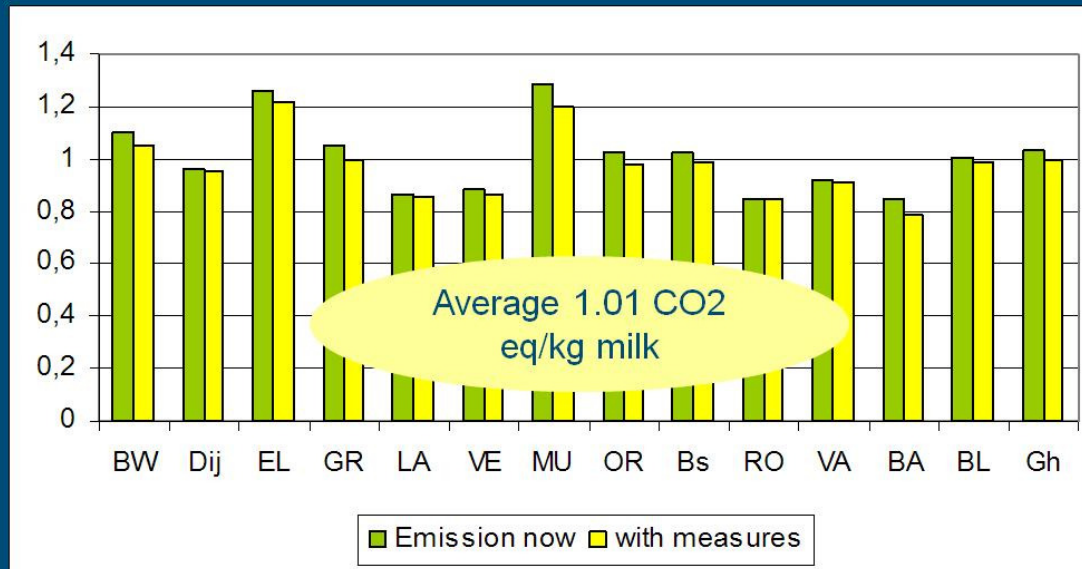
- 80 cows 56 st. young stock
- 280 kg N
- 8300 kg milk/cow
- 36 ha grass 9 ha corn



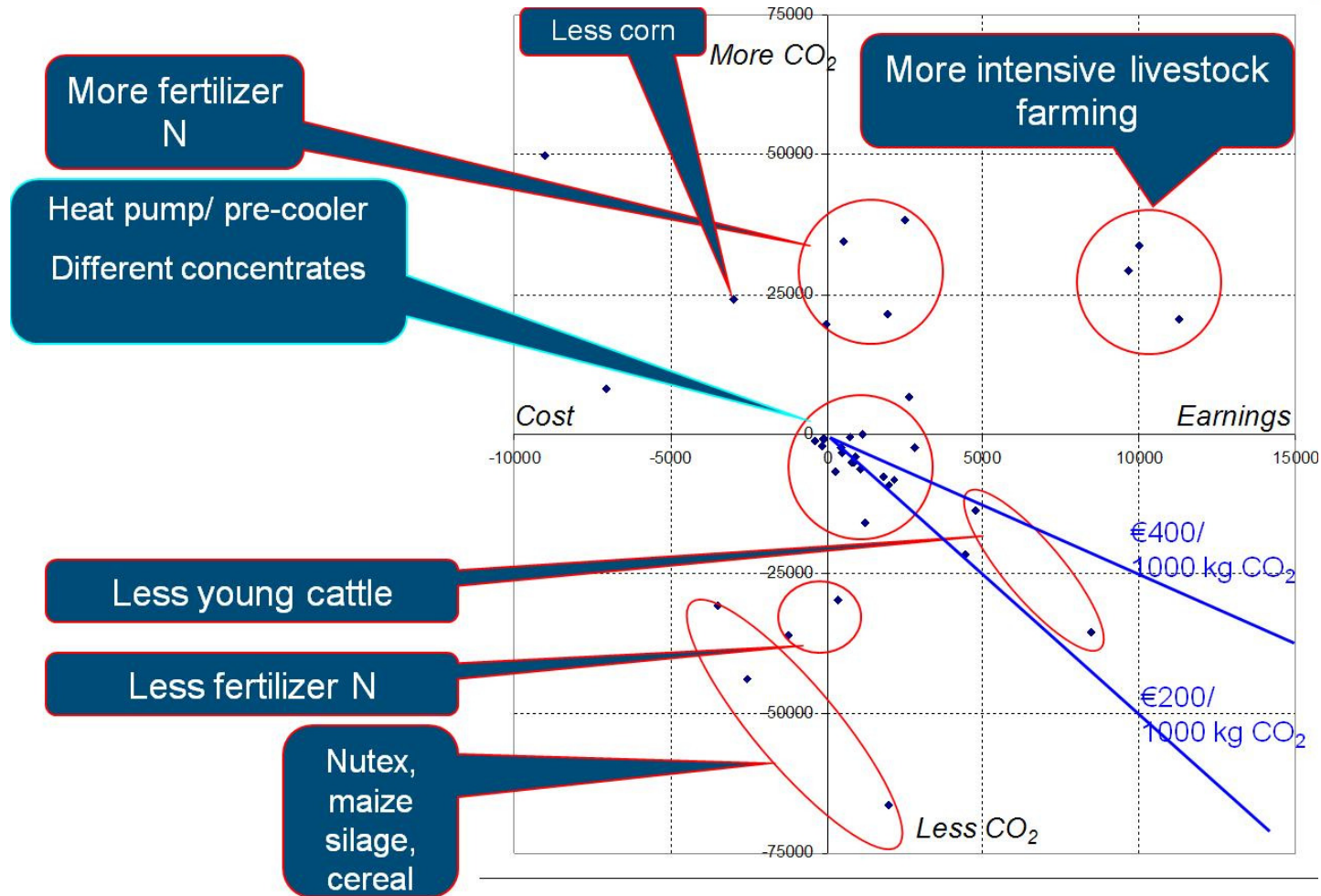
Reduction almost 18%

## Effect of calculated measures

(per kg milk)



# Project example – Climate and Cows in Overijssel [dia 4-4]





## Intentions

- Expansion to pigs, poultry and arable farming sectors
  - Use and effects of models on farm scale
  - Studies about practical aspects: grass landmanagement, fertilisers
  - International knowledge transfer: Symposium on Non CO2 greenhouse gas (see: [www.ncgg5.org](http://www.ncgg5.org) )
- 
- Research programmes: feeding strategies, housing systems, precision agriculture
  - Annual plans for realization of the agreement targets

## Final comments

- Involvement is growing
- Base attitude is more positive
- => awareness raising is effective and sustainable!



For more information see:

- [www.senternovem.nl/roblandbouw](http://www.senternovem.nl/roblandbouw) (dutch!)
- [www.senternovem.nl/robinternational](http://www.senternovem.nl/robinternational) (general)
- or contact [i.smit@senternovem.nl](mailto:i.smit@senternovem.nl)
- or contact [herman.walthaus@minvron.nl](mailto:herman.walthaus@minvron.nl)