



# ACTION FACT SHEET FOR PRODUCT MANAGER

## Crop management advisory supported by farm register books and monitoring

<b>Goal</b>	Promote advisory systems by experts for continuous improvement.
<b>Short description of the measure</b>	<p>Farm advisory structures can be very diverse. Some of them are National/Regional Authorities staff, but this role can also be played by farmer unions, farmer associations, environmental organizations or staff from private companies (such as quality or agriculture departments). All of them support farmers on a regular basis in the implementation of good practices, for ensuring the compliance with legal obligations and company requirements, as well as for training farmers.</p> <p>This close support is usually complemented with written documents that help to keep track of actions and to produce valuable information that is kept as a verification mean, and that can be used as a monitoring tool in the midterm for improving farming activities efficiency, reducing impact on the environment and become more competitive.</p> <p>The EC recognizes Farm Advisory Systems as a tool for helping farmers to better understand and meet the EU rules for environment, public and animal health, animal welfare and the good agricultural and environmental condition.</p>
<b>Quality elements of soundly implemented biodiversity measures</b>	<p>Companies shall provide farmers with own or hired permanent farm advisory system contributing at least to the following aspects: continuous training, delivering to farmers reminders with legal obligations (banned products and practices, limitations in the land use according to local regulations), promoting the use of farm register books, revising farm register book for identifying mitigation actions.</p>
<b>Effects on biodiversity</b> (ecosystems, species, soil biodiversity)	<div style="display: flex; align-items: center;">  <p>In general terms, good and expert advisory avoid undesired impacts on the environment. More specifically it can help to improve others measures with positive effects in soil biodiversity, quality of water and fauna related to crops. This may be:</p> <ul style="list-style-type: none"> <li>▪ improved planning of crop rotations,</li> <li>▪ improved soil and nutrient management,</li> <li>▪ improved irrigation performance and complex irrigation equipment management,</li> <li>▪ improved pest management.</li> </ul> </div>
<b>Other positive effects/benefit for the farmer</b>	<p>Advisory systems have an overall vision on the sector and product which can be very helpful for collective actions, both in marketing terms (more secure and ambitious contracts, more variety of crops delivered, etc.) and in agronomic terms (collective actions for integrated pest management, equipment sharing, etc.).</p>
<b>Indicator/key data</b>	<ul style="list-style-type: none"> <li>▪ Number of farmers per advisory staff.</li> </ul>
<b>Reference</b>	<ul style="list-style-type: none"> <li>▪ <a href="https://ec.europa.eu/agriculture/direct-support/cross-compliance/farm-advisory-system_en">ec.europa.eu/agriculture/direct-support/cross-compliance/farm-advisory-system_en</a></li> </ul>

## Further information: [Knowledge Pool](#)

This Action Fact Sheet belongs to the training package for managers of standard organisations and companies and was developed within the project LIFE Food & Biodiversity (Biodiversity in Standards and Labels of for the Food Industry). The main objective of the project is to improve the biodiversity performance of standards and sourcing requirements in the food industry by helping standard organisations to integrate efficient biodiversity criteria into their schemes and motivating food processing companies and retailers to include comprehensive biodiversity criteria into their sourcing guidelines.

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