

Green Care Farming and the Need to Reconfigure Farm and Territorial Resources

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Outline Presentation

- Important to consider Green Care within wider context of Multifunctional Agriculture (MFA) - Health, care & well-being are (becoming) important focal point of *changing relations between agriculture & society*
- Farm households across Europe are taking up new activities (incl. Green Care) in response to changing societal needs - Often *combinations / synergies between activities* (incl. primary production) are crucial for their economic vitality
- MFA (incl. Green Care) supposes reconfiguration of resources, which often goes beyond individual farm and requires *co-operation at territorial level* and *appropriate institutional arrangements*

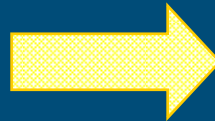


Recognition of Multifunctionality of Agriculture

- Broadening of societal and policy objectives associated with agricultural activity:

Productivist model:

- Production of food & fibres
- Farm income



MFA model:

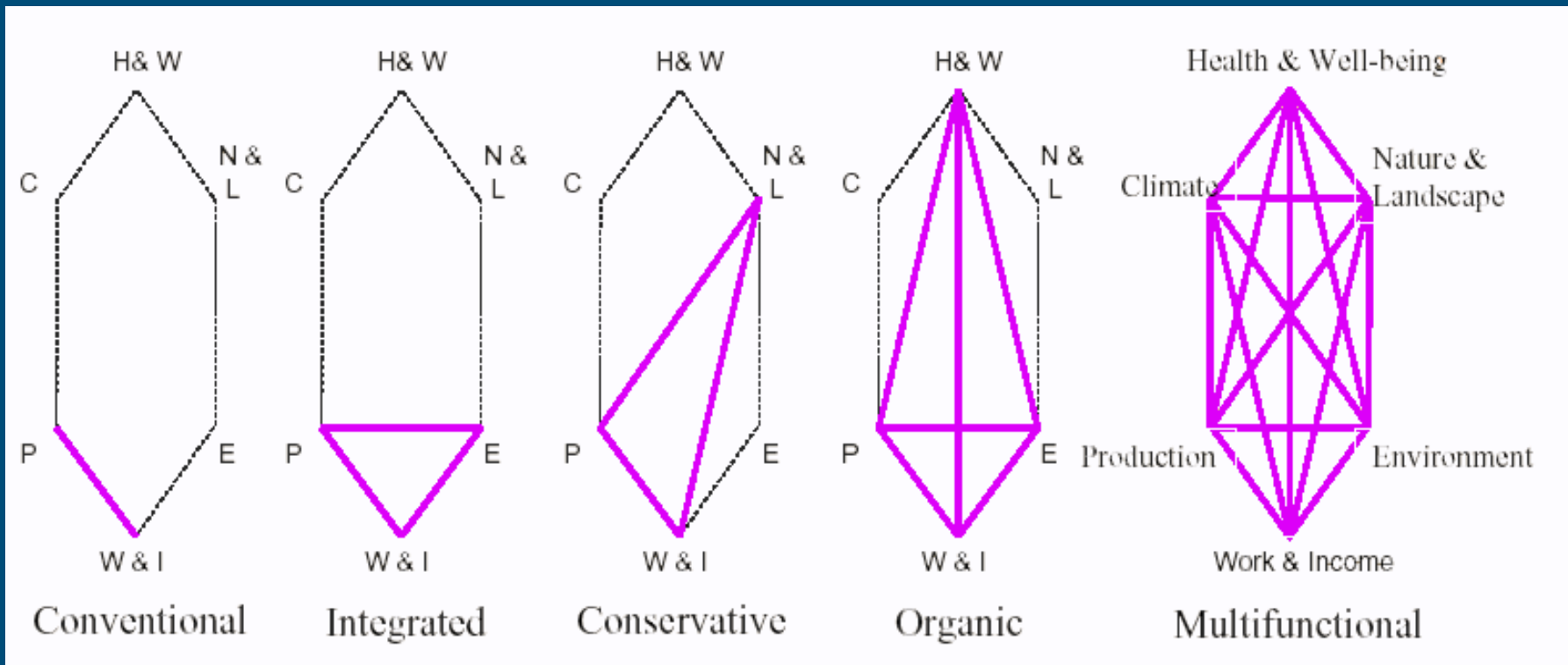
- Regional development
- Environment, landscape, biodiversity
- Food quality
- Energy production
- Health, care, well-being
- Etc.

- Regional policy, Mountain agriculture, Agri-environment schemes, Quality policy, 2nd Pillar CAP / Rural Development Programmes
- Partly a response to shortcoming of productivist model to meet farm continuity and regional development needs



Driving Forces of Shift to MFA

- Increased need to meet environmental and social sustainability aims (e.g. climate change, rural employment, social cohesion)
- Changing lifestyles: search for authenticity / experience, counter-urbanization, ageing population, health / food safety



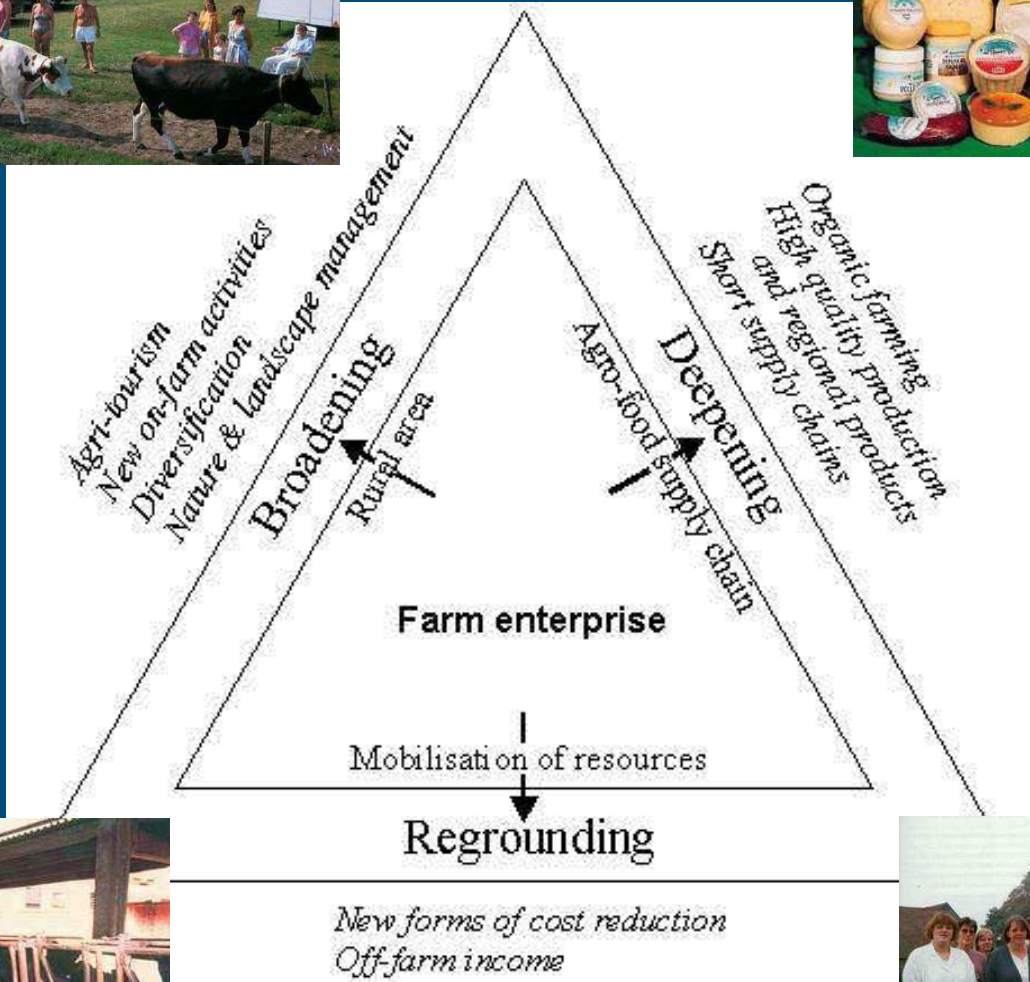
(Source: Vereijcken et al. 2002)

Changing Functions of Agriculture in MFA perspective

- The capacity to respond to new societal and consumers demands through the provisioning of:
 - Public goods (biodiversity, landscape, water management, rural amenities, public health etc.)
 - Private goods / services for non-food markets (tourism, care, energy, educational services etc.)
 - Food with distinctive product attributes (quality food, local provenance)
 - Cultural functions (identity, heritage, education)
 - Social functions (food security, social cohesion, disperse settlement patterns, rural employment, etc.)
 - Ethical functions (fairness of trade, animal welfare etc.)
- Health, care & well-being are / can become important focal point of MFA, but in very different ways: therapeutic activity, child / old people care, healthy food, leisure / recreation, education, etc.



Farm Household Responses: New MFA Practices



Care farming as new on-farm service

Supply of healthy and authentic food



Importance of farm-based MFA Activities (1998)

	<i>EU-7</i>
Organic farming	1.4 %
Quality foods	11.4 %
Direct sales	20.1 %
Agri-tourism	2.1 %
New on-farm activities	0.5 %
Diversification	3.2 %
Agri-environment schemes	7.3 %
<i>Overall ca. 50% farms > 2 ESU with at least 1 DB activity</i>	
Cost reduction	30.1 %
Off-farm income	34.7 %

	<i>EU-7</i>	
	<i>% Net Value Added</i>	<i>% Total Farm Income</i>
Deepening	5.7 %	
Broadening	3.5 %	
<i>Subtotal</i>	9.2 %	6.4 %
Cost reduction		9.7 %
Off-farm income		31.0 %
<i>Total RD</i>		47.1 %
Primary production		52.9 %

(Source: IMPACT 2002)

Importance of synergies between activities

	<i>EU-6 (2001)</i>
1 Deepening / Broadening activity	52 %
2 DB activities	26 %
3 DB activities	12 %
4 or more DB activities	10 %
Total no. farms (%) with DB activities	1,701 (52 %)

(Source: IMPACT 2002)

<i>Care farming combined with:</i>	<i>NL (1997)</i>
Organic farming	62 %
Direct sales (farm shops)	46 %
Small-scale processing	34 %
Nature & landscape management	34 %
Direct sales (box schemes, subscription)	27 %
Agri-tourism	14 %

(Source: National Support Centre Agriculture and Care 1997)



Conclusions on Economic Importance of MFA

- MFA activities have become an important cornerstone for sustaining farm households / incomes across Europe
- Generated income is often complementary i.e. there is no trade-off possible with primary production
- Joint effectuation / synergies appear to be crucial element of economic viability of MFA activities (incl. Green Care)
- Green Care farms relatively often seem to combine activities / benefit from synergies and as such may be considered 'vanguard farms' for MFA

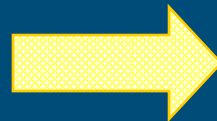


Green Care requires different farm resources

Land



Animals



Buildings



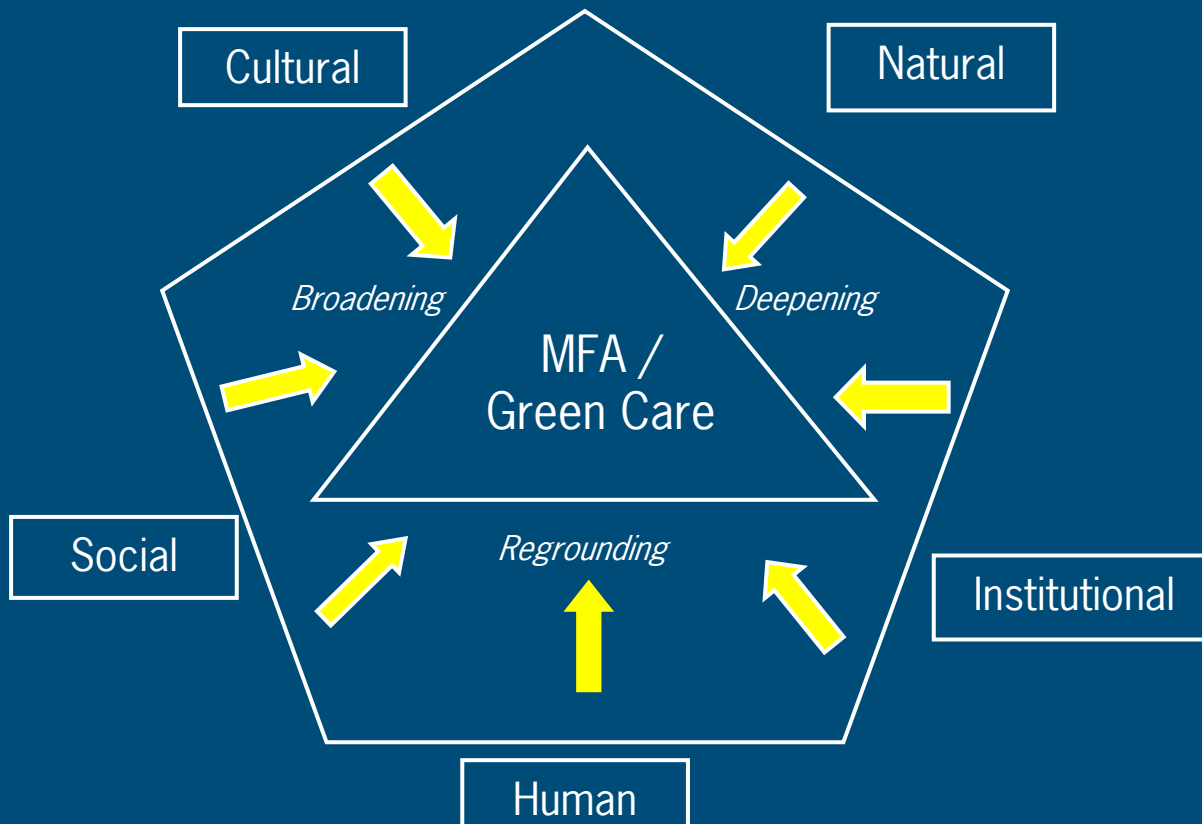
Productive characteristics,
efficiency



Attractive landscape, suitable
therapeutic environment,
social interaction

Territorial capital as resource base for MFA

- Reconfiguration of resources goes beyond individual farm, and requires co-operation amongst farms / with other rural actors
- Also new institutional arrangements with agricultural state agencies, public health institutions, consumers, advisory services etc. are needed



*Care farming
builds upon and
contributes to
territorial capital*

Implications for the Study of Green Care Farming

- Not (only) look at Green Care as separate activity, but within wider context of MFA
- Unused possibilities to link Green Care (as therapeutic activity) with other responses to societal demands for health & well-being (healthy food, ethical trade, food procurement to institutions)
- Economic viability of Green Care is conditioned by combinations / synergies with other activities (incl. primary production)
- Need to create linkages with other activities at: 1) farm level, 2) territorial level, 3) urban-rural relations
- Need to develop appropriate institutional arrangements, covering: 1) supply / demand articulation, 2) relations with representative organisations / advisory services, 3) professionalisation / quality standards, 4) monitoring / accountability



Questions? Discussion?

IMPACT: Socio-economic Impact of Rural Development Practices, www.rural-impact.net

MULTAGRI: Capitalisation of Research Results on the Multifunctionality of Agriculture & Rural Areas, www.multagri.net

WUR-INRA: Multifunctional Agriculture: From Farm Practice to Farm Design and Institutional Innovation, www.inra.fr/sed/INRA-WUR-mfa

ETUDE: Enlarging the Theoretical Understanding of Rural Development

