Care Farming within the Framework of Multifunctional Agriculture

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Rural Sociology Group
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Outline

- Relevant research Rural Sociology Group on Multifunctional agriculture and farm diversification
- Care / health as focal point of changing agriculture - society relations within MFA
- Important elements economic impact assessment Green Care
- Main research priorities on agriculture, health and care
Rural Sociology Group

- Part of Department of Social Sciences, Wageningen University & Research Centre
- Ca. 20 staff members: 2 chairs (H. Wiskerke & J.D. Van der Ploeg), 7 fixed staff members, ca. 10 PhD´s / contract researchers
- Research on Dynamics of Rural Development, linking field practices with policy design / innovation.
- Central themes: 1) Multifunctional agriculture, 2) Food supply chains, 3) Quality of life in rural areas / rural governance.
- National projects, but mostly within EU research projects
Relevant EU research projects for Green Care

- **MULTAGRI (2003-2005):** Capitalisation of Research Results on the Multifunctionality of Agriculture & Rural Areas, WP4 Multifunctionality of activities, changing rural identities & new institutional arrangements: NL, IT, FR, CH, NO, CEE
- **WUR-INRA (2002-2006):** Multifunctional Agriculture: From Farm Practice to Farm Design and Institutional Innovation: NL, FR
- **ETUDE (2007-2009):** Enlarging the Theoretical Understanding of Rural Development: NL, UK, IT, DE, FI, LV
Recognition of Multifunctional nature of agriculture

- Broadening of policy objectives associated with agricultural activity

Productivist approach:
  - Production of food & fibres
  - Farm income

MFA approach:
  - Regional development
  - Environment, landscape, biodiversity
  - Food quality
  - Energy production
  - Health, care
  - Etc.

Regional policy, Mountain agriculture, Agri-environment measures, Food quality, CAP 2nd Pillar / RDPs
Underlying processes of MFA

- Multifunctional Paradigm
- Production Space Priority
- Productivist paradigm
- Commodity Production. Production driven.
- Multiple Use Land Resource (leisure, food)
- Rural Space
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 for non-food markets (tourism, care, energy, educational services etc.)
  - Food with distinctive product attributes (quality food, local provenance)
  - Cultural functions (identity, heritage)
  - Social functions (food security, social cohesion, disperse settlement patterns, rural employment, etc.)
  - Ethical functions (fair trade, animal welfare etc.)

- Health / care is becoming or can potentially become an important focal point of MFA
Evolution of MFA concepts in the Netherlands

Expressions of MFA are always specific in time and space, and only get meaning within their specific contextual setting.

Source: P. Vereijcken et al.
Farm Household Responses: New RD practices

Care farming as new on-farm service

Relation food-health

Look at Green Care in relation to overall farm household strategy!!
### % of farms involved in RD activities (IMPACT 1998)

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## % of Net Value Added / Total Family Income

(IMPACT, 1998)

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Overall IMPACT Care farming in NL

- IMPACT, 1998:
  - No of farms: 70 (NB only ‘agricultural’ care farms!)
  - Total NVA: 700,000 Euro

- 2004:
  - No of farms: 432
  - Turnover: 24 million euro

- Potential:
  - No of farms: 1,000-7,000?
  - Turnover: 280 million euro?
Importance of Farm-level Synergies

Care in combination with other RD activities:
- Organic production: 62%
- Small-scale processing: 34%
- Direct marketing through farm shops: 46%
- Direct marketing through subscription / box schemes: 27%
- Nature & landscape management: 34%
- Agri-tourism: 14%

Source: National Support Centre Agriculture and Care, 1997

Care farms as ‘vanguard’ farms of multifunctional agriculture
Territorial capital as resource base for MFA

- Cultural
- Natural
- Social
- Institutional
- Human

Care farming builds on and contributes to territorial capital.
Implications for Econ. Impact Assessment Green Care

- Distinguish between farm-based and institutional care ‘farms’
- Not look at green care as isolated activity, but include synergy effects with other activities
- How to measure indirect effects (e.g. ‘ethic’ products)?
- Distinguish between impact at farm and regional level
- At regional level attention needed for indirect / ‘spin-off’ effects and substitution effects
- Need for reference situation to compare with: conventional farming? Conventional health care?
- Do we want to quantify non-commodity outputs (problematic methods)? However, strong pressure from policy world!
- Focus on cost effectiveness and budget savings?
Main Research Issues Agriculture, Care & Health

- Care & Health as important focal points for changing agriculture-society relations within MFA:
  - Understand underlying mechanisms, farm household responses & emerging networks

- Need to create interlinkages & synergies with other activities at different scale level:
  - At farm enterprise level
  - Between different activities / land-uses at regional scale
  - Changing urban-rural relations

- Development of appropriate institutional arrangements:
  - Farm development: Changing conceptions of ‘good farming’, representative organisations, extension / learning support, quality standards / professionalisation, monitoring / accountability
  - Creation of synergies: How do territorial resources / capital support care farming, interrelations between functions
Main Research Issues Agriculture, Care & Health

- Market / demand articulation: How to create stable relations with (often public / semi-public) health institutions? Cooperative structure to mediate supply and demand?


Should care farming be narrowly restricted to specific therapeutic activities, or also aim for whole range of care needs in rural areas?

- Care at human scale, supply care in direct surroundings, liberalisation of services market

- Offering various opportunities for e.g. child care, old aged people, local food supply for catering / public procurement etc.

- At present much dynamics, involving financially strong actors (e.g. health insurance companies).
Questions? Discussion?

www.rural-impact.net
www.multagri.net (currently down)
www.inra.fr/sed/INRA-WUR-mfa
www.sus-chain.org
www.cofami.org

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