

Care Farming within the Framework of Multifunctional Agriculture

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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 assesment 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

- IMPACT (1999-2002): Socio-economic Impact of Rural Development Practices: NL, IT, UK, DE, ES, IRL
- 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

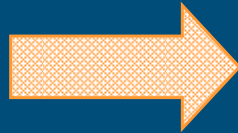


Recognition of Multifunctional nature of agriculture

- Broadening of policy objectives associated with agricultural activity

Productivist approach:

- Production of food & fibres
- Farm income

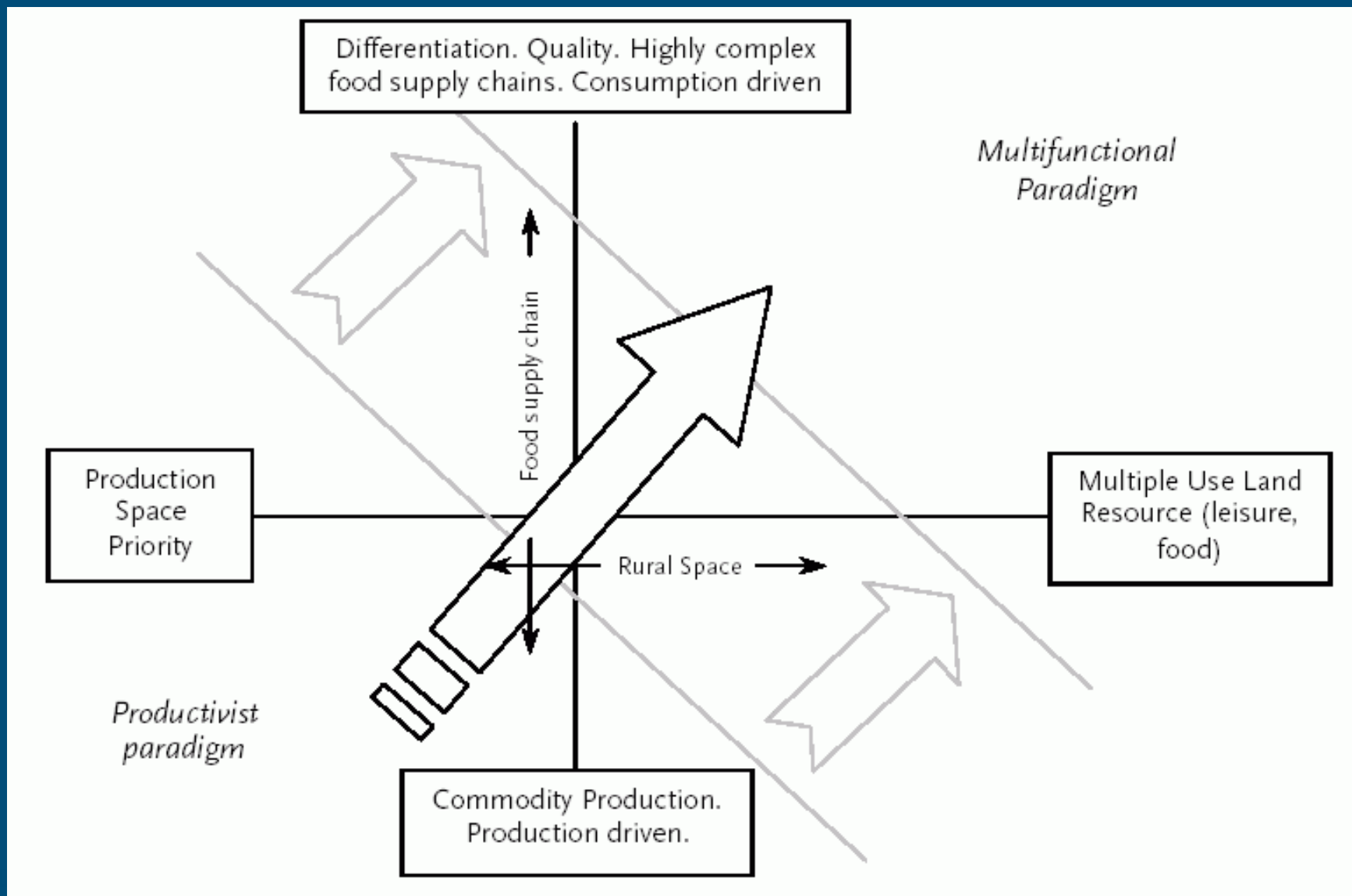


MFA approach:

- 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

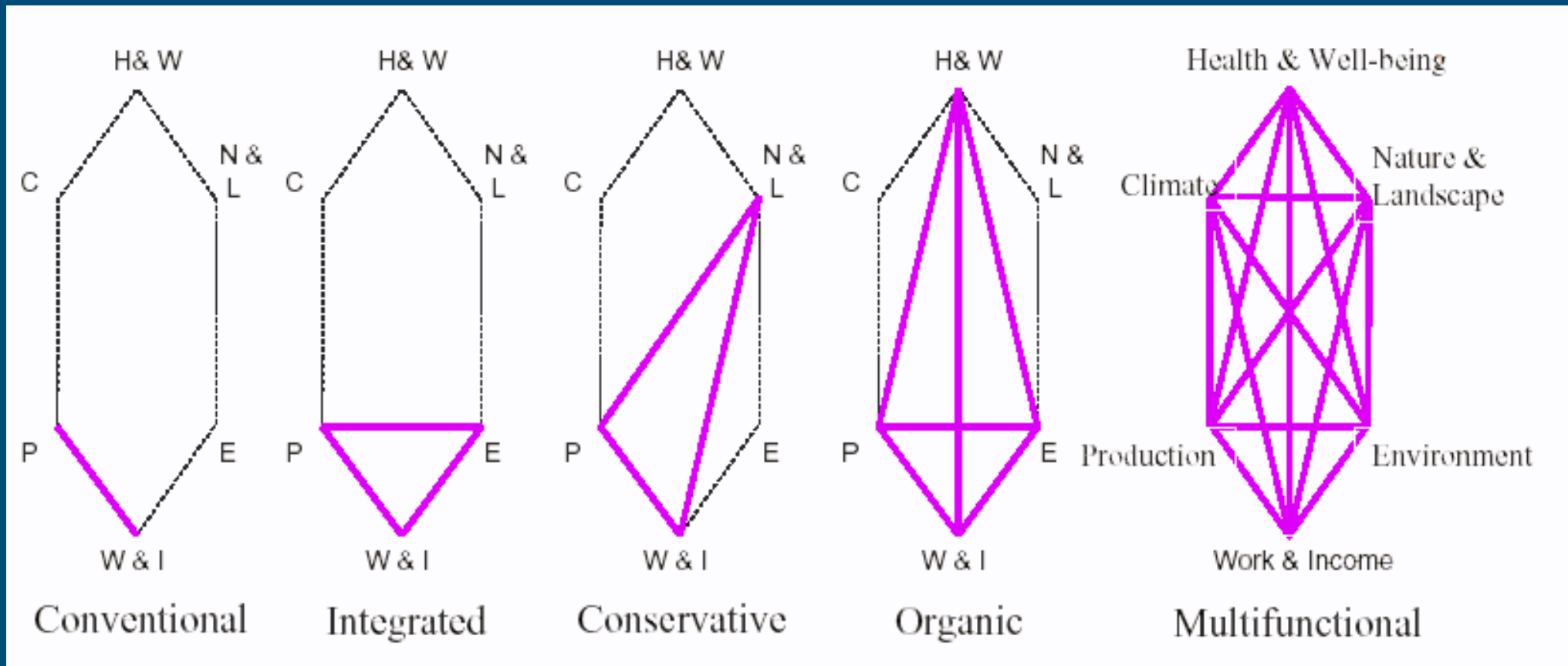


Changing functions of agriculture in MFA perspective

- 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

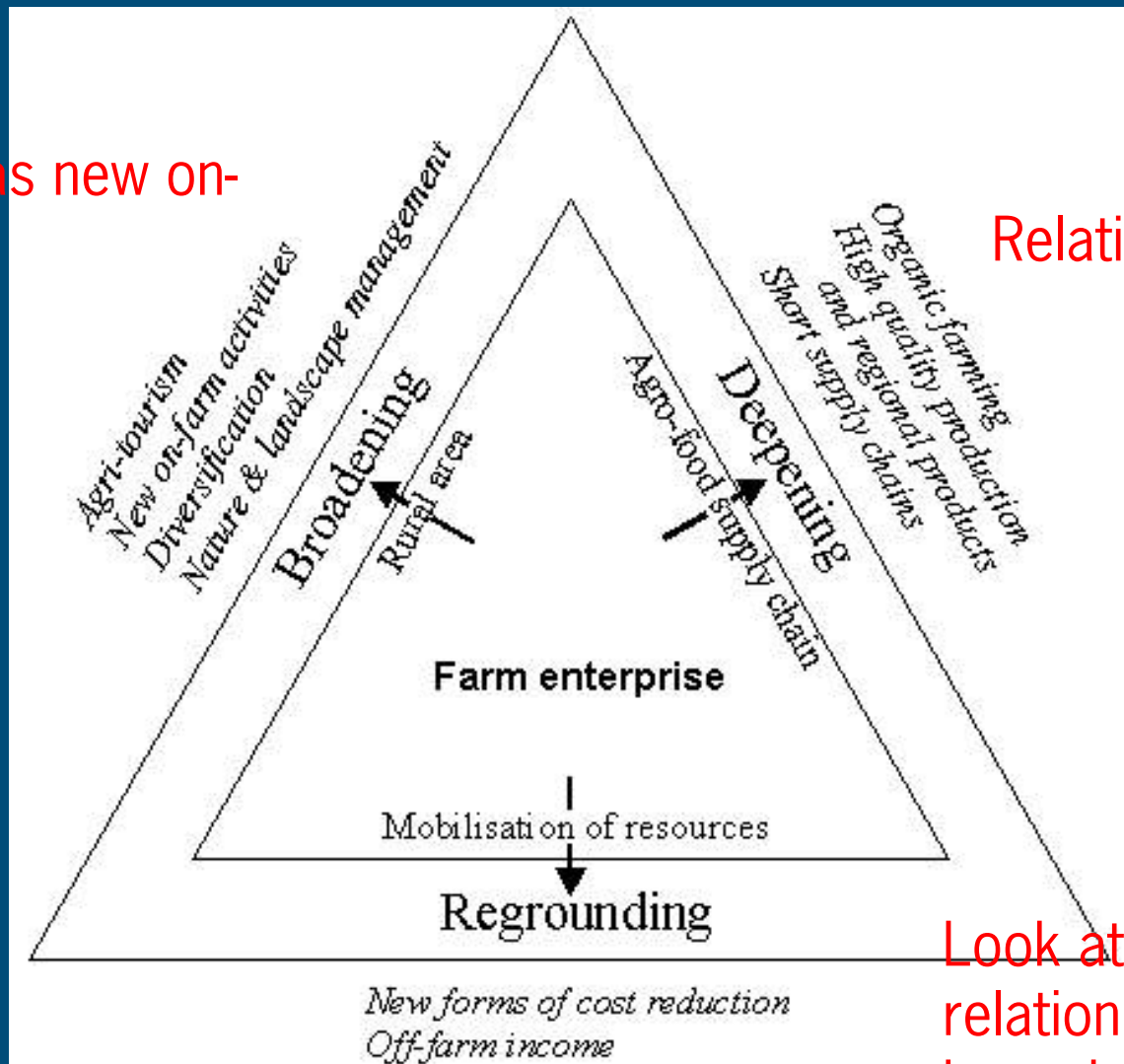


Source: P. Vereijcken et al.

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)

	EU-7	IRL	NL	UK	D	FR	IT	ES
Organic farming	1.4	0.6	0.9	0.6	0.6	1.2	1.9	0.6
Quality foods	11.5	0.1	2.8	1.4	7.5	26.8	6.2	18.5
Direct sales	20.2	0.5	5.6	6.3	6.5	15.0	34.6	7.4
Agri-tourism	2.1	1.3	2.3	8.3	11.6	2.4	0.2	0.2
New on-farm activities	0.5	0.2	4.1	6.9	0.8	0.2	0.1	n.a.
Diversification	3.2	11.2	10.9	4.6	3.9	5.4	1.2	3.2
Agri-environment measures	7.3	23.5	11.1	19.8	18.7	13.3	1.8	4.6
Cost reduction	30.1	53.1	40.4	22.7	27.0	37.2	30.1	23.8
Off-farm income	34.7	44.0	37.1	50.1	46.2	44.1	30.1	28.7



% of Net Value Added / Total Family Income (IMPACT, 1998)

	IRL		NL		UK		D		FR		IT	
	%Nva	%Tfi	%Nva	%Tfi	%Nva	%Tfi	%Nva	%Tfi	%Nva	%Tfi	%Nva	%Tfi
Deepening	0.7		2.7		3.7		9.2		7.0		7.0	
Broadening	6.9		3.5		6.4		8.6		1.3		1.5	
<i>Subtotal</i>	7.6	5.2	6.1	5.1	10.1	8.5	17.8	11.0	8.3	6.7	8.5	5.6
Cost reduction		13.2		10.7		7.7		6.6		11.7		11.8
Off-farm income		31.7		17.6		15.5		38.3		19.2		34.3
<i>Total RD</i>		50.1		33.3		31.8		55.9		37.6		51.6
Primary production		49.9		66.7		68.2		44.1		62.4		48.4



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

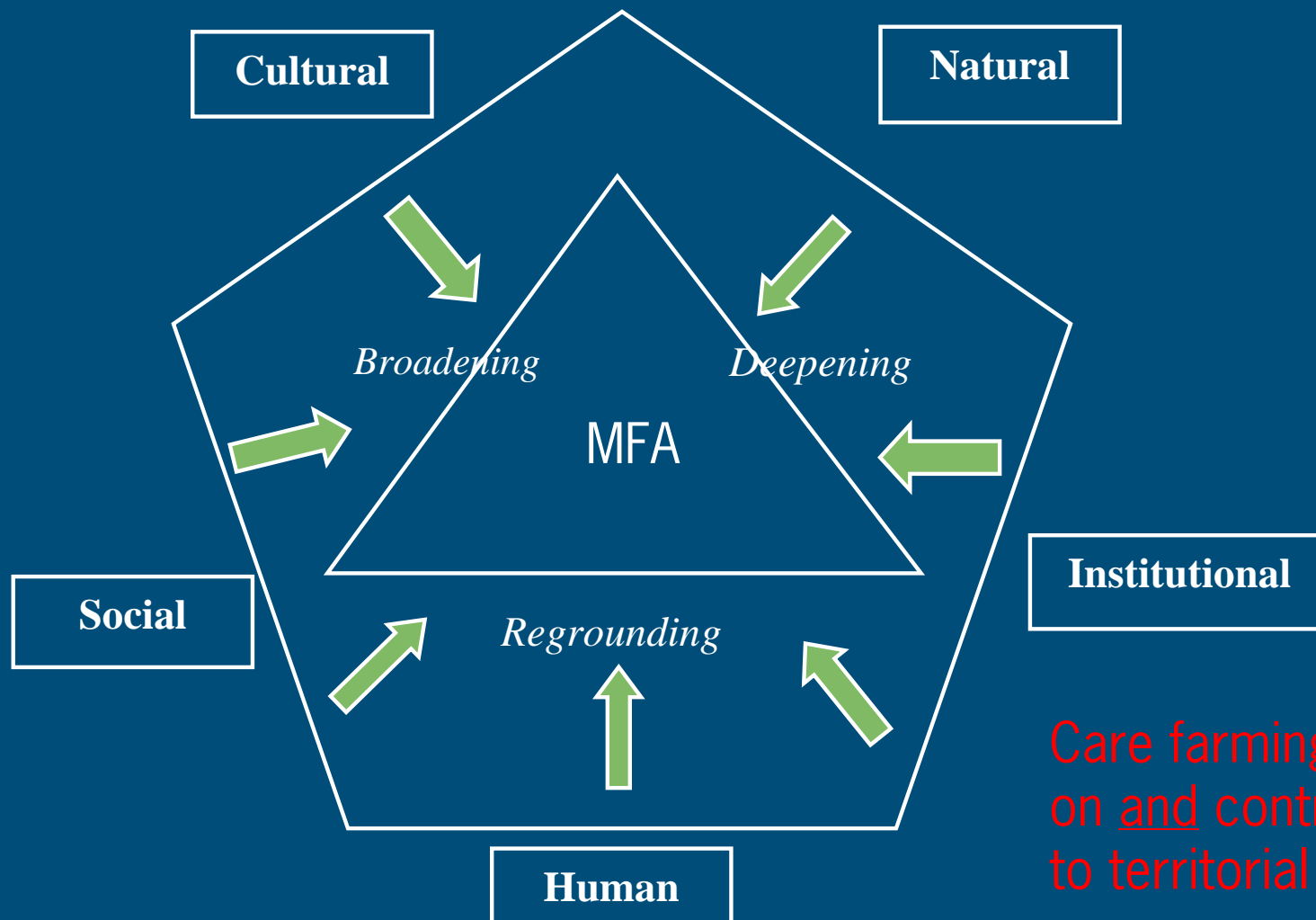
Care in combination with other RD activities:

- 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



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?
- Role of policy frameworks: What works restrictive, what facilitates? E.g. personal budgets, decentralisation care, quality standards, tender procedures.
- 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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