



greppa näringen

Focus on Nutrients – Klimatkollen Sweden



Europeiska jordbruksfonden för
landsbygdsutveckling: Europa
investerar i landsbygdsområden

The Focus on Nutrients project

Was started in 2001 to meet the Swedish environmental objectives especially on less eutrophication and – at the same time increase farmers income

Is run in co-operation between the

- Swedish Board of Agriculture
- Federation of Swedish farmers
- County administrative boards
- Agricultural advisory companies



Klimatkollen is characterized by

- › Voluntary participation
- › Repeated farm visits
- › Farm-specific measures
- › Follow-up on each farm





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To improve management

- › Show positive effects from doing something in a different way. On the farm!
- › Take one step at a time



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Five important experiences

1. Repeated visits are important to influence and change behavior
2. The advisor always has to take into account how measures taken will influence farm economy
3. It is important to inform farmers about the progress and make them proud of their achievements – preferably through the press
4. To inspire change, the visits need to be voluntary for the farmer
5. Good knowledge, management and techniques will improve both the economy and the environment!

