



Involving farmers and meeting their needs

Key points from discussion/ lessons learnt

- involve farmers early, using a facilitator who understands farmers and is trusted by them
 - make sure the subject is relevant to farmers' *current* concerns about their land and business
 - farmers want *see* practical results for themselves, and to understand what benefits and costs are for them
 - project flexibility and/or additional funding makes it possible to respond to opportunities identified by farmers during the project (and avoids disappointment)
- 

Local communities delivering environmental results

Key points from discussion/ lessons learnt

- improve communication with the people in the community and value their contribution
 - other stakeholders should recognise that only the farmer knows what s/he needs for their land and business – so ask them! (and listen to the answers)
 - think about why farmers would want to implement agri-environment measures and if these measures are feasible for their farm
 - in 2014-20 make full use of all the opportunities for collective approaches (especially to agri-environment) and for combining RDP measures
 - remember that water and cultural heritage are also an important part of the environment
 - there is a long chain of communication from DG Agriculture to the individual beneficiary, there is a need to co-ordinate work with stakeholders at every level
- 

Collective approaches to farmland conservation

Key points from discussion/ lessons learnt

- Farmers are the most difficult group of stakeholders to reach (c.f. researchers, civil society, government agencies)
 - Big differences in familiarity with co-operative working (survives in NL, lost elsewhere) means different approaches required
 - Start with a specific project, to develop culture of working together and build trust
- 