

## **Session II    Lecture 4**

# **R&D for Achieving the Farm to Fork Strategy: Exploring Networks of Demonstration Farms to Assess Technical and Economic Potential to Reduce Pesticide Use**

Dr. Nicolas MUNIER-JOLAIN  
Research Unit Agroecology, INRAE, Dijon, France

### **Summary**

Networks of demonstration farms have been launched in the last decade in Europe, with pioneer farmers implementing a holistic approach to Integrated Pest Management (IPM), aiming at reducing the reliance of agriculture on pesticides, and therefore the exposure of the environment and human beings to pesticide residues. Analysing technical approaches of those farmers and their economic outcomes, in a diversity of farming contexts, allows to demonstrate avenues for reducing pesticide inputs, and to quantify the consequences of scenarios where all farmers would adopt holistic IPM. However, there are currently few economic incentives to support such changes in farming practices. The main challenge is therefore to engage consumers and agri-food chains to support this transition, so that reducing pesticide inputs becomes an economic opportunity for farmers rather than a constraint. It could be done through labels providing a transparent information to consumers about the level of pesticides applied during the field phase of the production. This is a prerequisite for widespread acceptance by farmers of this path to sustainability.