

the  
good  
growth  
plan



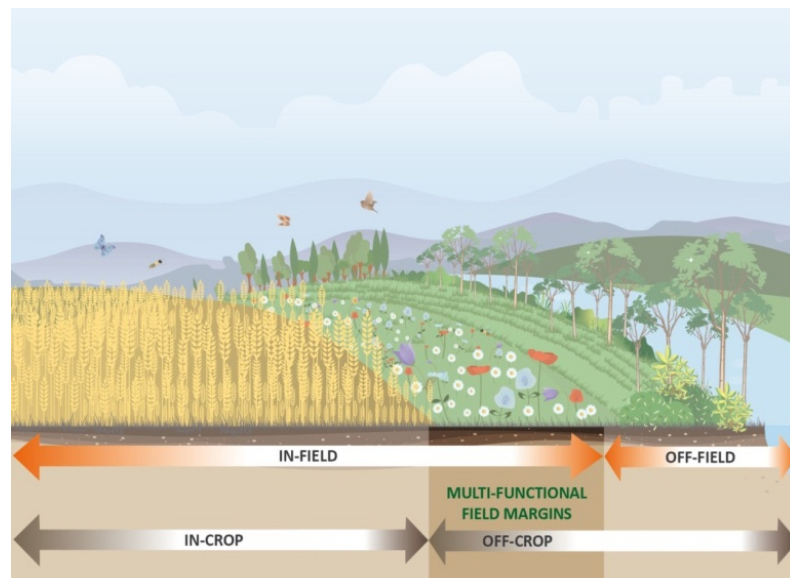
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# Multi-Functional Field Margins 15 years of practical implementation

Romano De Vivo  
Head Environmental Policy

# Multi-Functional Field Margins concept

- **Ecological Focus Areas (EFAs)**
  - Bounding systems in ag landscapes
  - High potential biodiversity impact
  - Network of biotypes, habitats
  - Soil, water, climate benefits
- **Managing EFAs as MFFMs**
  - Results-oriented seed mixtures
  - Management practices
  - Farm-scale land use planning



# Proactive management of MFFMs delivers multiple benefits

## ● Biodiversity

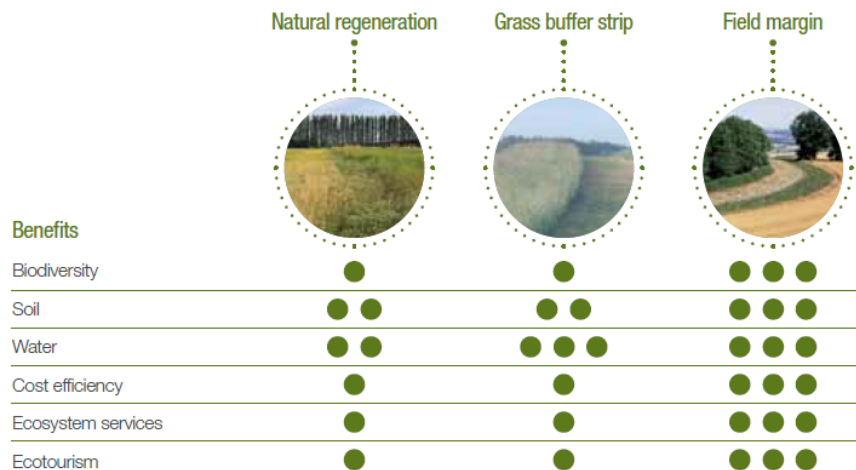
- Reintroduce local species
- Boost pollinator, beneficial numbers
- Increase earthworm populations, activity
- Food source for birds, small mammals

## ● Water management

- Reduce nutrient, pesticide run-off
- Improve crop water use
- Decrease flooding

## ● Soil management

- Prevent erosion/soil loss
- Prevent sediment contamination
- Increase climate change resilience



# Practical implementation

- **Establishment**

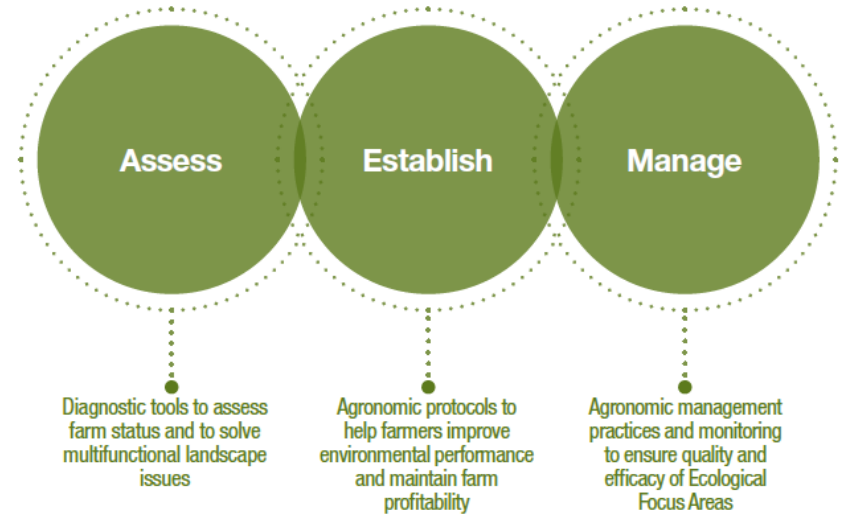
- Avoid fertilizers
- Locally customized seed mixtures
- Remove annual weeds
- Year-end cut

- **Ongoing management**

- Year-end cut
- Cut 50% alternate years
- Remove cuttings to encourage perennial species re-germination

- **Anticipated lifespan**

- Flower & plant mixes: 10-15 years
- Legumes & wildflowers: 3-5 years



# Siting considerations

- **Base buffer strip width on**
  - Soil type
  - Other climatic/cropping factors
- **Establish in areas prone to run-off**
- **Efficacy**
  - Loosen compacted soil
  - Plant deep-rooted plants
  - Limit farm traffic



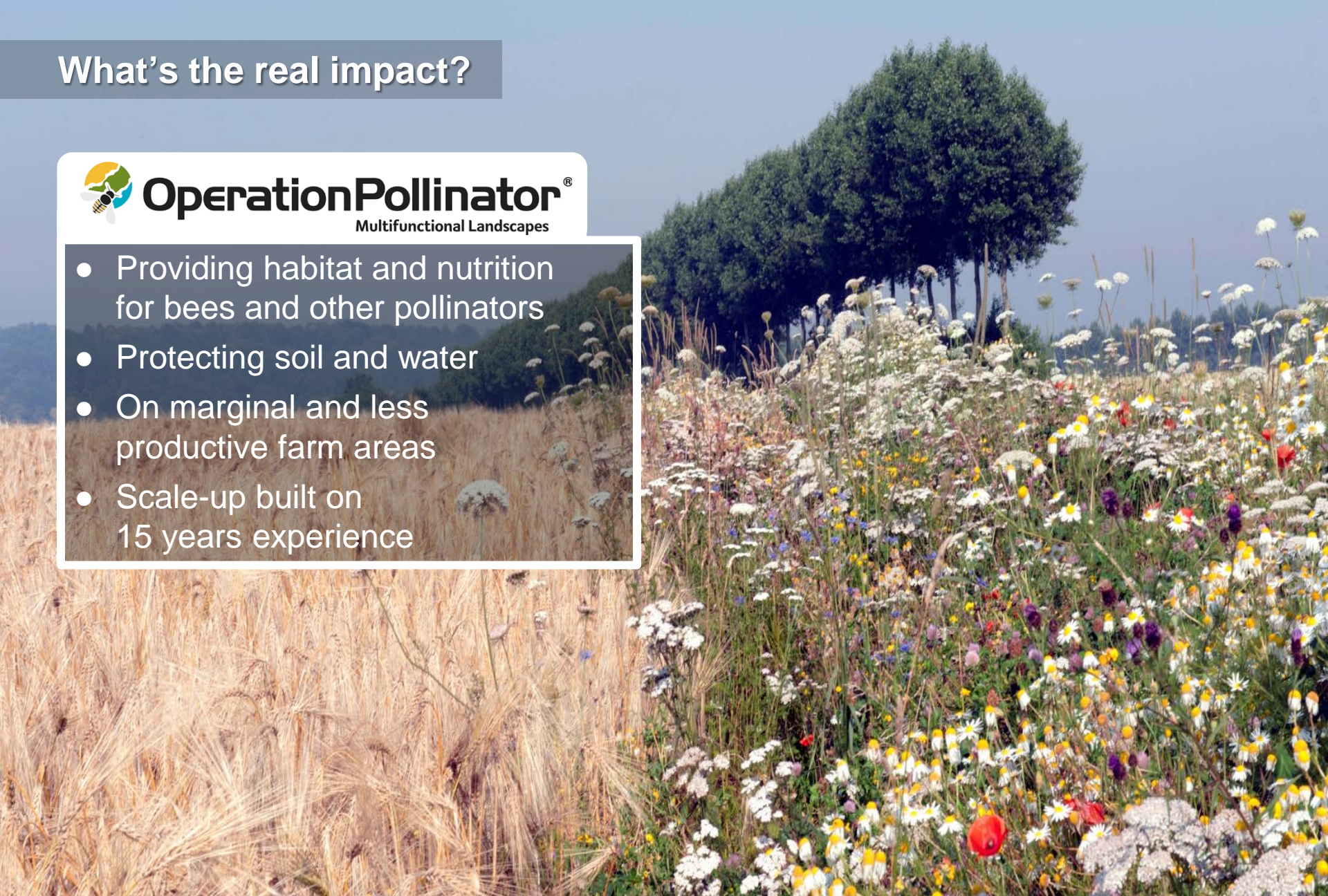
# What's the real impact?



## Operation Pollinator<sup>®</sup>

Multifunctional Landscapes

- Providing habitat and nutrition for bees and other pollinators
- Protecting soil and water
- On marginal and less productive farm areas
- Scale-up built on 15 years experience



# The Good Growth Plan

More food  
Less waste



**Make crops  
more efficient**

Increase average productivity of the world's major crops by 20% without using more land, water or inputs

More biodiversity  
Less degradation



**Rescue  
more  
farmland**

Improve the fertility of 10 million hectares of farmland on the brink of degradation

**Help  
biodiversity  
flourish**

Enhance biodiversity on 5 million hectares of farmland

More health  
Less poverty



**Empower  
smallholders**

Reach 20 million smallholders and enable them to increase productivity by 50%

**Help people  
stay safe**

Train 20 million farm workers on labor safety, especially in developing countries

**Look after  
every worker**

Strive for fair labor conditions throughout our entire supply chain network

One planet. Six commitments.

# Help biodiversity flourish

## Enhance biodiversity on 5 million hectares of farmland



## Measurement

We will measure our contribution to farm management practices that improve the biodiversity by collecting data through on-farm surveys and censuses supported by third parties, and monitor the number of hectares of farmland with:

- Field margins
- Species protection areas
- New diverse habitats
- Reforestation
- Overall number of species protection programs





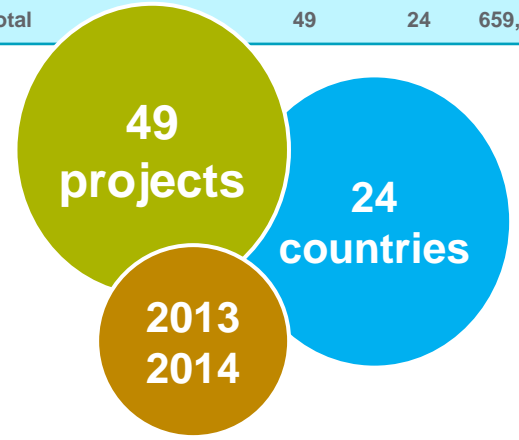
# Enhance biodiversity on 5 million hectares of farmland by 2020



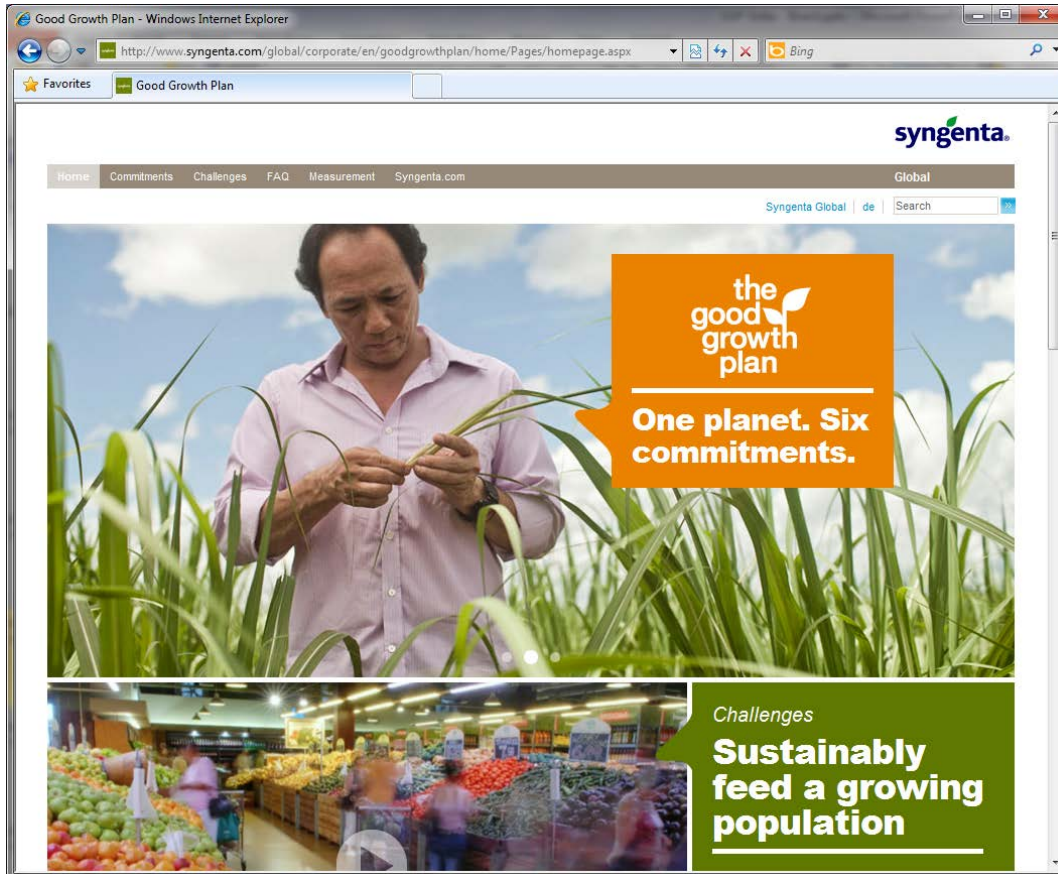
We have established **700,000** hectares of farmland impacted through biodiversity enhancing practices.

## Help biodiversity flourish

Biodiversity enhancement projects 2014	Number of projects	Number of countries	Hectares of impacted farmland
Europe, Africa & Middle East	39	18	144,000
North America	5	-2	16,000
Latin America	3	2	488,000
Asia Pacific	2	2	11,000
<b>Total</b>	<b>49</b>	<b>24</b>	<b>659,000</b>



# Find out more



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