



Development pathways of organic agriculture: Lessons from comparing Austria and France

- Upscaling OF&F** : eco-regionality or generalised model ?
- Innovating in OF&F** : how to enhance innovation capabilities ?
- Valuing OF&F** : what performances and societal roles ?

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The objectives of the workshop are to:

- determine the specificities of organic food and farming (OF &F) in each country;
- identify “lessons”;
- seek topics for further transnational research cooperation, focusing on the development pathways of OF&F (specifically topics for FP7, KBBE priorities)

Upscaling OF&F : eco-regionality or generalised model ?

- Experiences with eco-regions in Austria: Potentials and limitations

([Markus Schermer](#), Univ. Innsbruck)

- Territorial dynamics of transition: two french case studies

([Claire Lamine](#), INRA & [Pierre Antoine Landel](#), Univ. Joseph Fourier)

Innovating in OF&F : how to enhance innovation capabilities ?

- Building and sharing knowledge to support organic farming development: experiences from french network

([Céline Cresson](#), ACTA)

- The Austrian way: How tradition and innovation build the success of the movement

([Susanne Kummer](#), BOKU & [Christian R. Vogl](#), BOKU)

Valuing OF&F : what performances and societal roles ?

- Does organic agriculture follow patterns of modern society? An interpretation based on theories of institutionalism.

([Bernhard Freyer](#), BOKU)

- How can organics play the dual societal role expected in the new Council Regulation ?

([Stéphane Bellon](#), INRA)



Some elements of the organic food and farming (OF &F) situations Austria-France

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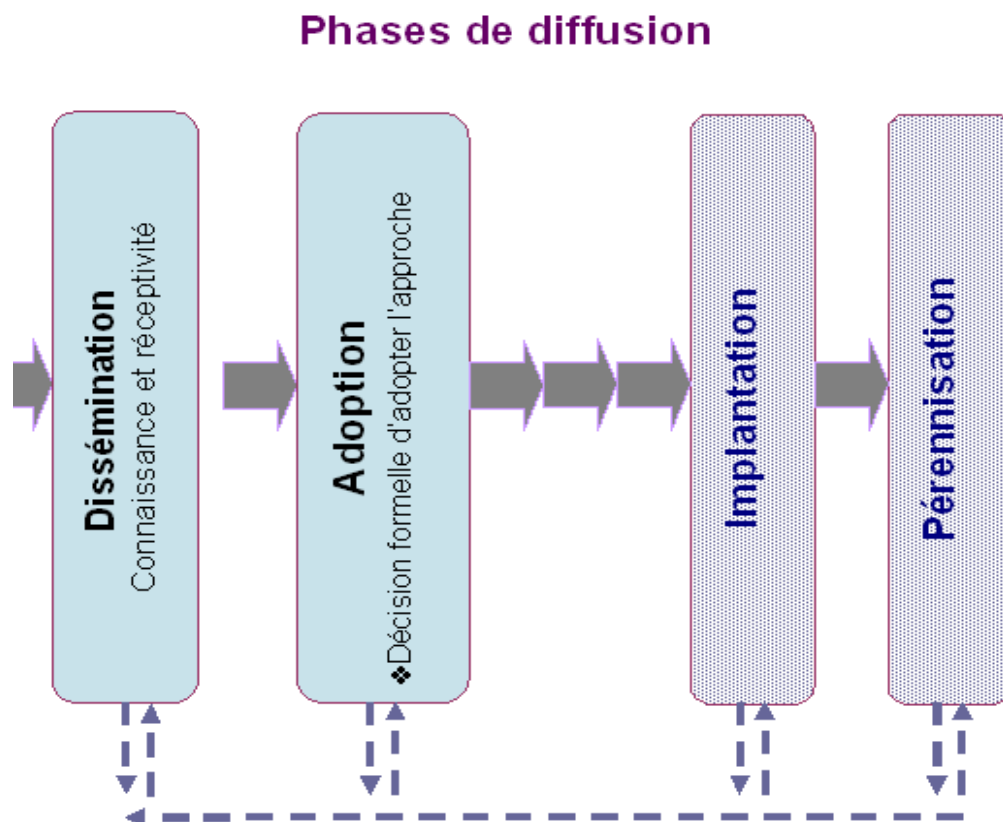


INNOVATION BROADCASTING AS THEORETICAL PERSPECTIVE

Recent research on innovations brings to light the **dynamic** and **interactive** nature of the process of innovation (Anderson, 2004) when each involved actor participates in the definition of the innovation, by supporting it, disputing it, transforming it or rejecting it (Callon & Latour, 1986).

Innovations can be ambiguous and disputed, often imply **conflicts** among various professional groups (Peled, 2001). They require **systemic, organizational and individual changes**.

Research on innovations thus has widened to become **multi-levels** (Landry 2007) taking into account **political, technological and ideological contexts**.



Adapted from Greenhalgh et al. (2004)

DRIVERS FOR ADOPTION OF AN INNOVATION

Requirements in the adoption of an innovation are that the potential users have :

1) enough **information, advice** on how to implement it, and clearly know how the innovation can affect them personally in terms of positive and negative effects.

Wejnert (2002) also mentions that the more an innovation is recent, the more people are careful and hesitate to adopt it. When familiarity grows about the innovation, the **perception of the risk decreases**, what would facilitate the adoption by a largest number.

2) availability of **adequate financial resources** to implement the innovation. This **support of the changes** increases the chances that an innovation is adopted (Greenhalgh et al., 2004).

Perennisation :« conciliation » to develop and sustain

So that innovation is transformed into effective practice having a value to remain in the time, it has to have a **wide support base established by actors who share the sense and who reconciled by negotiated agreements, certain differences and controversies** about the innovation.



What about the initial creativ conflicts ?



Influenced drivers to convert to OF&F



Some are related :

- *to the **farmer** (personal values, age, formation,...)
- *to the **farm** (technical, structural, organizational factors, pedo-climatic conditions)
- * to the “**environment**” of the farm. Three external key factors are decisive to incite the farmers to convert in OF:
 - positive signals of the **market** (increasing request of products, better prices paid to the producers,...),
 - clear signals of **public policy** (financial supports in particular),
 - ease of the access to the **information and to the advice** concerning OF (Padel and al, 1999).

According to the comparison of European cases, it seems that the joint implementation of incentive policies and advice allows to increase the conversions in a superior way that the effect of each of the actions (Kauffman, 2009).

	 AUSTRIA	 FRANCE
Total agricultural area <i>(Grüner Bericht/ Agreste)</i>	3,2 millions of ha (44 % of the territory) 44 % grasslands	32 millions of ha (58 % of the territory) 34 % grasslands
Number of total farms	187 000	507 000
Average surface of the farms (2003)	18 ha	45 ha
Unit of agricultural salaried work / Total Unit of agricultural work <i>(Rica UE 2003)</i>	6 %	26 %
Ratio between intermediate consumptions and production (indicator of “autonomy”) <i>(Rica UE 2003)</i>	44 % The structures of production and the natural conditions are little convenient to the intensification of the farming	51 %

	 AUSTRIA	 FRANCE
Area cultivated organic <i>(Grüner Bericht/ BioAgency)</i> (without high mountain pastures)	383 000 ha (15 %) Biggest proportion of surfaces in OF in the EU 60 % grassland	584 000 ha (2,4 %) 58 % grassland
Number of organic farms <i>(Source Grüner Bericht, Agreste)</i>	20 201 (13 %) The biggest concentration of OF is situated in the regions of "natural handicaps" with more grassed systems (Eder, 2005).	13 300 (2,1 %)
Share of the organic food in the total Food Market	6 % « mature market » <i>(Padel, Midmore, 2005)</i>	1,5 % « growing market »
Annual average spending of a person in organic products	90 €	30 €
Income of the organic farms <i>(Source Grüner Bericht)</i>	27 527 € (+ 5% / conventional)	Unknown (current study)

Types of selling	 AUSTRIA			 FRANCE		
	Income	Share of the market	2008 / 2007	Income	Share of the market	2008 / 2007
<i>Supermarket</i>	607 Mio	66 %	+ 10 %	1069 Mio	45 %	+ 7,3 %
<i>Specialised stores & „Reformhaus“</i>	140 Mio	15 %	0	1025 Mio	38 %	-3,5 %
<i>Direct selling</i>	63. Mio	7. %	- 10 %	337 Mio	12 %	-3,3 %
<i>Export</i>	60 Mio	7 %	0			
<i>Canteens</i>	44 Mio	5 %	+ 10 %	44 Mio		
<i>Craftsmen and stores of deep-frozen products</i>				130 Mio		0
TOTAL	914 Mio (6%)		+ 6,3 %	2,6 Milliard (1,5 %)		



A quick history



France was leading Europe in OF in the 80s, today 19th ratio organic land/ total land .

But the CAP as well as wide public financing aiming the agricultural modernization contributed to the **intensification and to the specialization of the family agriculture**, the general model of production of mixed farming-breeding switched to systems of monotype productions.

- Between 1980 and 1995, **the total consumption of nitrate fertilizers increased by 50 %**, while it decreased in Austria.
- The **use of pesticides increased in France (+ 45 % for insecticides) whereas the use of fungicides was reduced of 28 % in Austria** (Poiret, Eurostat).

The public policy to support OF

In 1999 : CTE (MAE) permitted a growing of conversions.

Today, in France the social legitimacy given to the OF, the national public policy with the “Plan Barnier” fixing the objective to reach **6 % of surfaces in 2012**, a clear support of regions engender a recent development since **2008**.

Previously, the french subsidies dedicated to the conversion were below of other countries : **in orchard for ex., for year 2005, 350 €/ha/year were paid in France compared with 870 €/ha/year for Austria** (Stolze, Lampkin, 2009).

There were revalued last year to 900 €/ha/year.

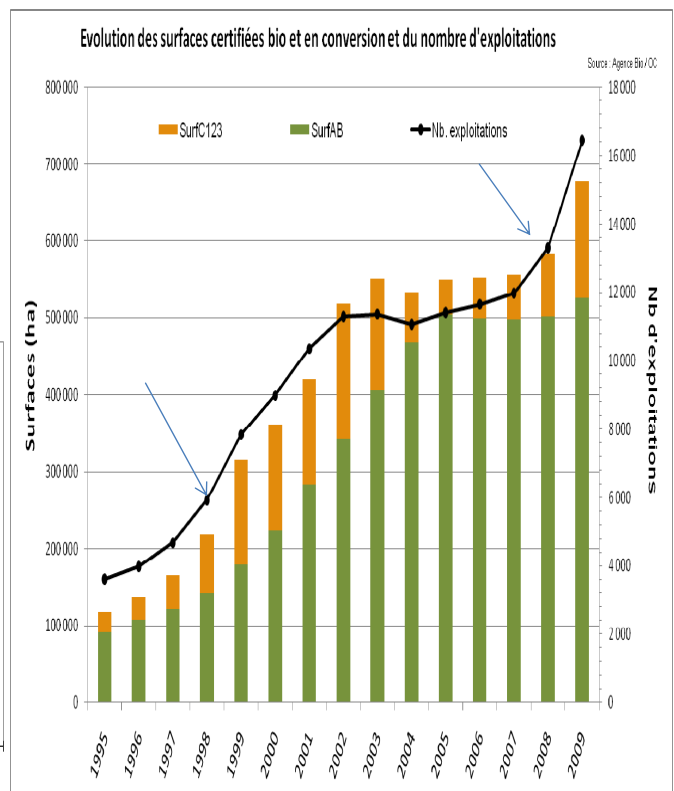
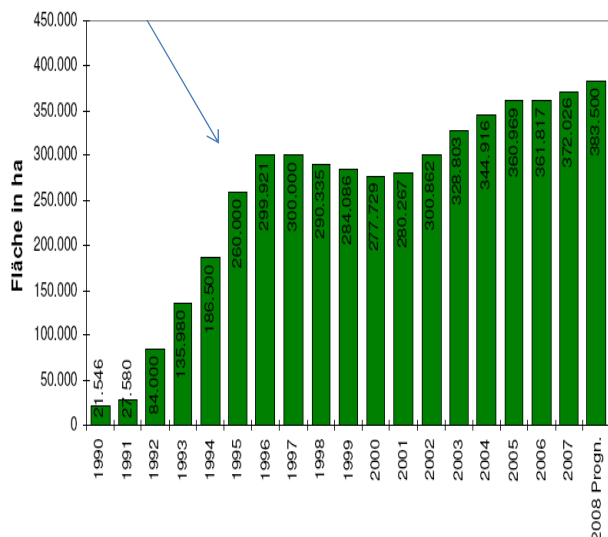
History of OF in Austria

- **1990-1995** : Conversion of " low input farms", mainly in grassland systems in the West mountains (Tirol)
- **1995** : Austrian entry in the EU; Conversion in the environmental measures of the Program ÖPUL (MAE)
- **1999-2000**: + conversion of crop farms from the East
- **2000 - on 2002**: appearance of the problem of " de-conversion " (absence of valuation & high prices of the cattle feed). **OF Development Plan** (with improvement of advice system, stimulation consumption)
- **2005** : creation of BioAustria
- **2008-2010** : **Aktionsprogramm Biologische Landschaft** aims 20 % of land in OF in 2010

Bio Austria



Agence Bio



Some key-results Austria-France

• **Geographically** : more extensive systems with a territory dominated by the mountain

* **Policy** : A **stronger coherence** between the environmental purposes and **the mechanisms of payment for the farmer**: very high level of the public subsidies in favor of the conversion and in the maintaining in OF and more globally:

-Austria, 2,5 % of the SAU UE15 : 14,5 % of UE 15 agro-env measures

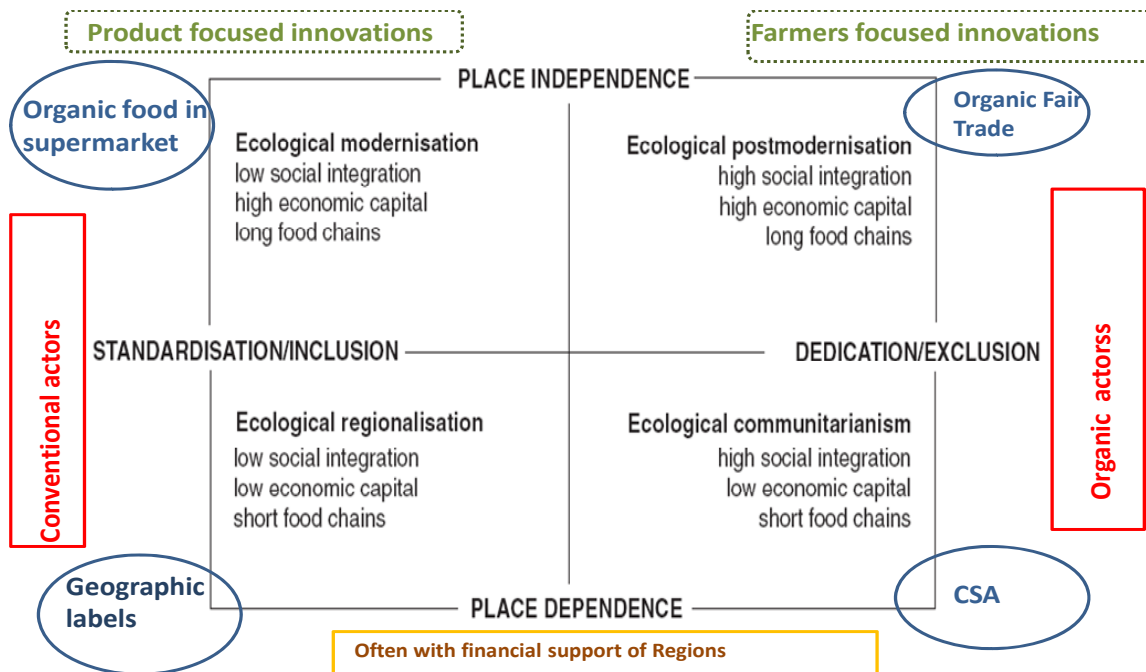
-France, 21 % of the SAU-UE15: 9 % of UE 15 agro-env measures

* A capacity of the actors to conceive and to spread OF innovations applying at the level of territories: **Eco-Regionen**, whereas in France there has been a policy of **quality differentiation based on AOC, GLP**

* The OF regulation confided to the Ministry of Health in Austria and of Agriculture in France.

* **Food chain structures** : importance of OF in supermarkets in Austria (66 % in Austria against 45 % in France)

-Experiences to maintain values in the networks (CSA as AMAP)



adapted from Kjeldsen C., Ingemann, J.H., 2009

Question of the coexistence of the models & valuing ?

Links between conceptions of OF, OF development process and OF integrity

Conception and implementation of conversion and OF	OF potential growth	OF development in the space in the social	Risks
<p>OF considered as a simple agroenvironmental measure to contractualize, or as segment of the market to be supplied.</p> <p>Conversion is assimilated to some technical points "to be adapted"</p> <p>The changes are marginally, and can be considered as purely strategic (Efficiency or Substitution in ESR model from Hill, 1985)</p>	<p>Rapid growth</p>	<p>Reached objectives in terms of converted areas</p> <p>Everyday acceptance of OF (Standardisation : OF inclusion Keljdsen & Ingemann)</p> <p>Logistics to supply long chains, public procurements (economy of scale) (« ecological modernisation »)</p>	<p>« Conventionalisation » (Darnhofer et al. 2009) and greenwashing of products, loss of "integrity"</p>
<p>Exigent vision of OF as revision of the system and corresponding to a real project of the farm, including innovative links with consumers</p> <p>Conversion corresponds to radical changes, in a more holistic view (Redesign Paradigm in ESR model, Hill)</p>	<p>Slow growth</p>	<p>Organic land area developed below objectives</p> <p>OF Strong identity ("exclusion", Keljdsen & Ingemann)</p> <p>Recomposition of marketing towards shorter circuits ("ecological communitarianism ")</p>	<p>OF not developing fast enough, and potentially competed by imports</p>

OF transition pathways : speed or integrity ?

To prevent the pitfalls of conventionalisation in the view of generalisation, maybe organic movement should focus on qualitative issues rather than quantitative expansion for further sound development of organic farming...

Raises also the question of learning perspective : which knowledges in relation with OF conception ?

Thank you for your attention

