

# Developing a Multi Actor Platform in a mature farmer engagement arena.

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## Acknowledgements

LIAT, UoL: Isobel Wright:

Anglian Water

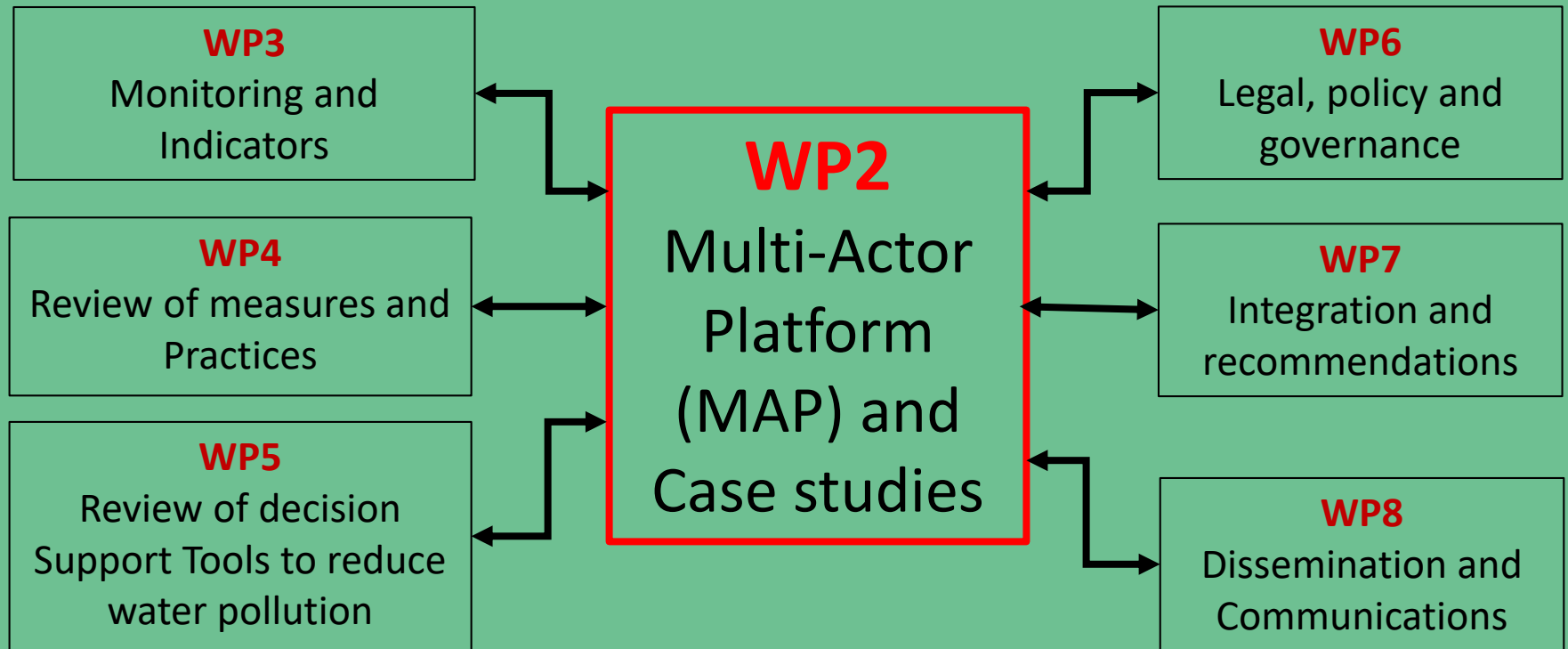
Anglian Water: Becky Carter,

ADAS: Carla Turner, Hannah Adamson and Ellie Cook.

'KIDS'  
Funded by:



EU H2020:- Farm systems management and governance for  
producing good water quality for drinking water supplies  
~ FAIRWAY (2017 – 2021)



# Anglian Case Study and MAP

The Anglian Region case study is a social science study, using farmer surveys, focused on two farmer engagement approaches practiced by Anglian Water to address agricultural diffuse pollution from pesticides (initial focus metaldehyde), in surface waters. A third area – the Cringle Brook was the ‘control’



**‘network engagement’**:- embedding knowledge transfer(KT) & knowledge exchange(KE)

**‘ecosystem services’**:- AW’s ‘Slug it Out’ = product substitution (ferric phosphate).

**‘new network engagement’**:- Cringle Brook Developing a Multi - Actor Platform.

**Multi-Actor Platforms (MAPs)** ~ offer a platform where stakeholders can learn together in an inactive way, where people can speak and be heard, and where everybody's ideas can be harnessed to drive innovation and find ways forward that are more likely to be in the interest of all.

**Shared and defined 'problem situation' or opportunity:**

**All the key stakeholders are engaged in the partnership**

**Works across different sectors and scales**

**Follows an agreed but dynamic process and timeframe**

**Involves stakeholders in establishing their expectations for a good partnership**

**Works with power differences and conflicts**

**Fosters stakeholder learning**

**Balances bottom-up and top-down approaches**

**Makes transformative and institutional change possible**

**Ref: THE MSP GUIDE** *How To Design and Facilitate Multi-stakeholder Partnerships.*



# The first Steering group meeting

## Task 1 : THE MSP GUIDE

### MSP Tool guide - number 5, 10,11, and 12

#### TASK ONE:- Stakeholder list, net – map, links goals and influence

Individual Activity Potential Stakeholder List Who are the actors involved – - - colour coded

Individual Activity Collated All actors on sector posters – look for duplication

- Farmers/Landowners/growers
- Inputs (pesticides/molluscides)
- Contractors/Agricultural machinery
- Agronomist/advisors/consultants
- Industry lead bodies/Industry initiatives
- Output (buyers, merchants/supermarkets)
- Water companies
- Catchment management/River Trust
- WLT/Environmental
- Financial Institutions
- Research Institutions
- Government/regulatory

Individual Activity Place actors in groups in the MAP



Group Activity Linkages:-How are they linked (colour coded):- Add flow direction:- >, <

Add To MAP

- i. Regulation
- ii. Knowledge transfer
- iii. Skills and knowledge exchange
- iv. Product information/commercial
- v. Ecological



Group Activity How influential are the actors:- Influence Towers

Worksheet 1: Stakeholder influence and importance



Group Activity Worksheet 2:- Stakeholder Characteristics and Roles matrix



So much happening already  
Would our MAP add value?

**DOUBTFUL**

Did our steering committee have the time?  
Was the focus ( metaldehyde) the right one?

**Needed a major re - think**

How do we achieve a more 'bottom –up'  
approach?

**Can I use my past experiences in  
farmer/industry engagement??**



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# A successful MAP in an established network

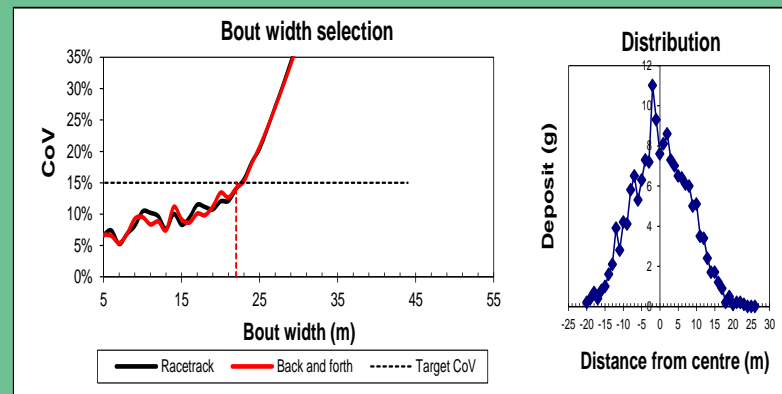
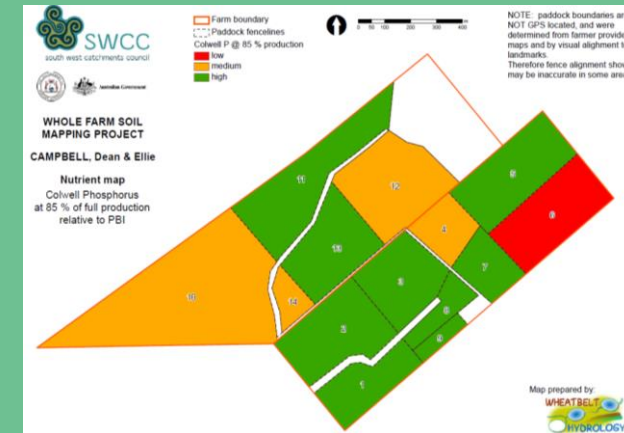
## Western Australia (WA)

**Project Goal:** Reduce phosphorus from agricultural diffuse pollution entering two RAMSARs

**My Goal:** working with farmers to achieve this through

## WHOLE FARM NUTRIENT MANAGEMENT & ACCUSPREAD

**Farmer's Goal:** to increase production and profitability



2008: SAVED  
\$9,500 on  
fertilizer costs



2015 **ACCUSPREAD**:-  
“Uneven urea spreading on  
dairy pasture can result in  
**\$15 - \$40/ha reduction in  
the value of dry matter  
(DM) for a single  
application**”.

- Improved pasture management and productivity of dairy unit
- With savings and a grant - built a new effluent system
- Expanded his farm - rented more pasture
- 2015 venue for Accuspread
- 2016: 24/7 self feeding calf rearing unit
- **Benefit to the environment** - better fertilizer management and application and reduce impact of dairy effluent => **reduced diffuse pollution**

We showed practice change can be beneficial to the  
farmer



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## Accuspread - How?

2011

**Step 1**  
Research

Accu spread  
New for  
Western  
Australia

**Step 2**  
Partners

For example  
Champion  
farmers

**Step 3**  
Role of  
partners

Highly  
**respected**  
with a  
significant  
sphere of  
influence

**Step 4**  
Multipliers

Dept. of  
Agriculture  
**doubled** the  
number of  
workshops  
over 3 years..

2012 -2015

**Step 5**  
Knowledge  
transfer

**30+**  
workshops  
**180**  
spreaders  
tested  
**78** whole  
farm  
nutrient  
maps  
**1** conference  
~ nutrient  
management

**Step 6**  
Linking research  
and practice

Accuspread  
measurement –  
Melbourne  
University

Economic  
assessment of  
Accuspread  
results –  
demonstrated  
increased  
productivity

## Still going strong in 2020

- We looked at it from the farmers' perspective
- We improved the farmers' bottom line
- We gained trust
- We needed time ~ to set it up well and see the benefits
- It gave indirect benefits to the environment



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# Making a MAP work in the England Case Study

**FAIRWAY H2020 GOAL:** Develop or use an existing a MAP to facilitate other Work Packages

**WATER COMPANY GOAL:** reduce the level of pesticides , including Metaldehyde in raw drinking water resources~ DWD compliance and inability to treat and remove at WTP

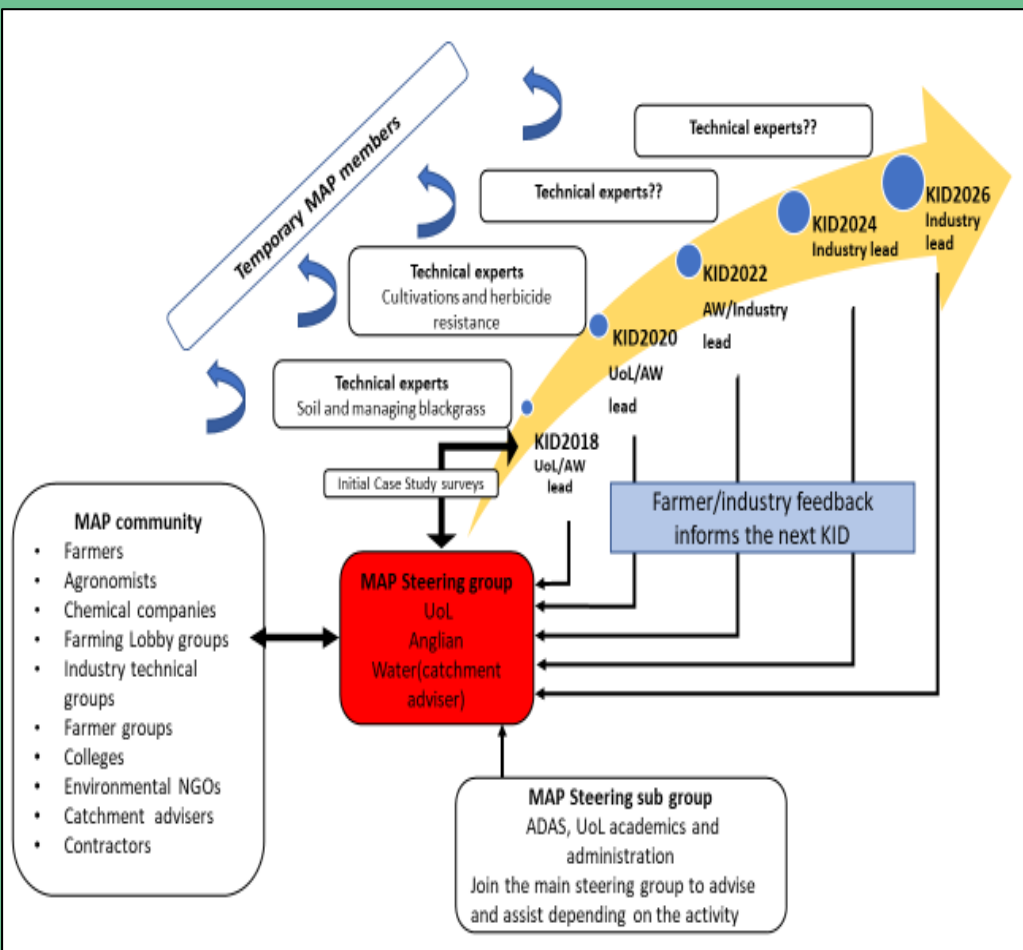
## **FARMERS' GOAL:**

1. H2020 survey:- do you use early establishment of winter crops to help slug populations?
2. Farmer:- NO, as this would encourage blackgrass establishment

Best Management Practices for metaldehyde takes a 'back seat' over blackgrass control

MAP to be designed around the farmers' priority using  
**Knowledge and Innovation Days (KIDs)**





## Why are KIDs different?

- Co designed through farmer feedback
- Practical
- Speakers had only 8-minute power talks

- Long lunch ~ *“where people can speak and be heard, and where everybody's ideas can be harnessed to drive innovation”*



KID events  
Co creation  
with farmers'  
feedback

Case  
Study  
Surveys  
2018

KID 1



KID 1

Temporary MAP members  
PRESENTERS

**Farmer well being- LRSN**

**FIELD: SOIL HEALTH /BIOLOGY**

**Interactive demonstration**

**INDOORS – SOIL HEALTH/BIOLOGY**

**Interactive demonstration**

**PPT:- BLACK GRASS:- ALTERNATIVE  
MANAGEMENT SYSTEMS**

**Integrating leys into arable rotations  
Miscanthus in the rotation**

## Spin offs – extending the MAP

The '8 minute talk' inspire  
Lincolnshire Rural Support Network  
(LRSN) manager to deliver  
presentations in a new way

UoL Delivered a workshop on  
working with farmers to the  
LRSN



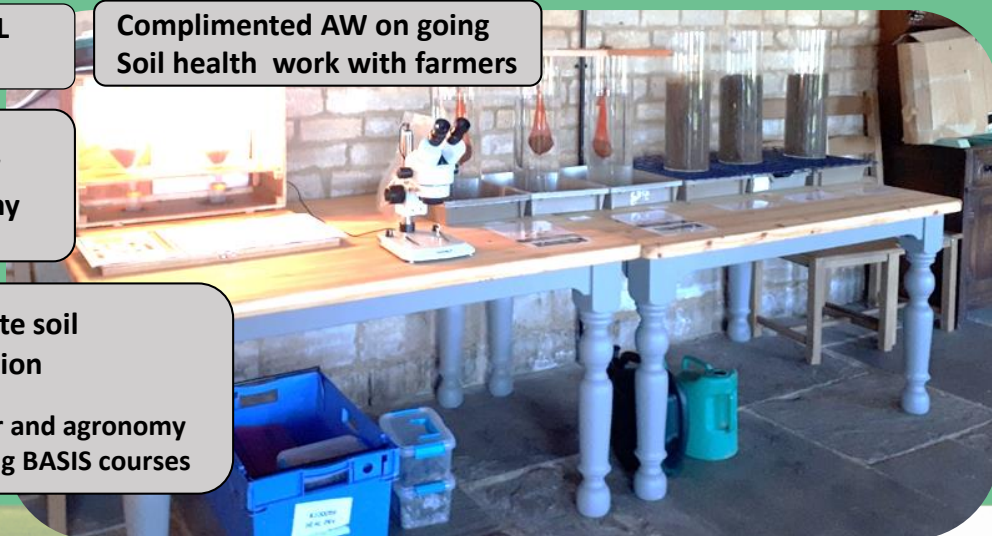
Soil health talks AW/UoL  
with NIAB

Complimented AW on going  
Soil health work with farmers

UoL  
Soil health training ~  
independent agronomy  
firm

Soil tubes to demonstrate soil  
compaction and infiltration

Adopted by Anglian Water and agronomy  
organisations UoL teaching BASIS courses



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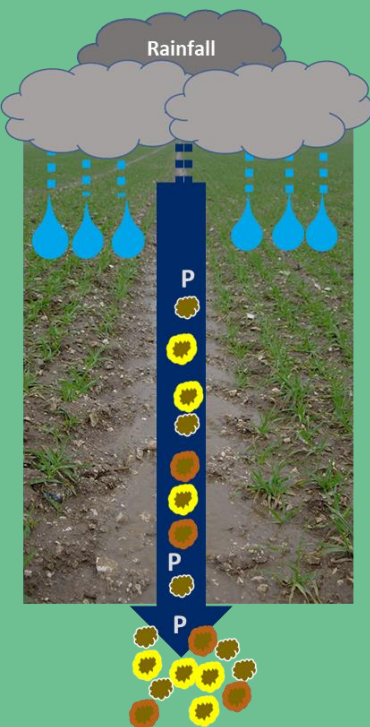
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# KID 2

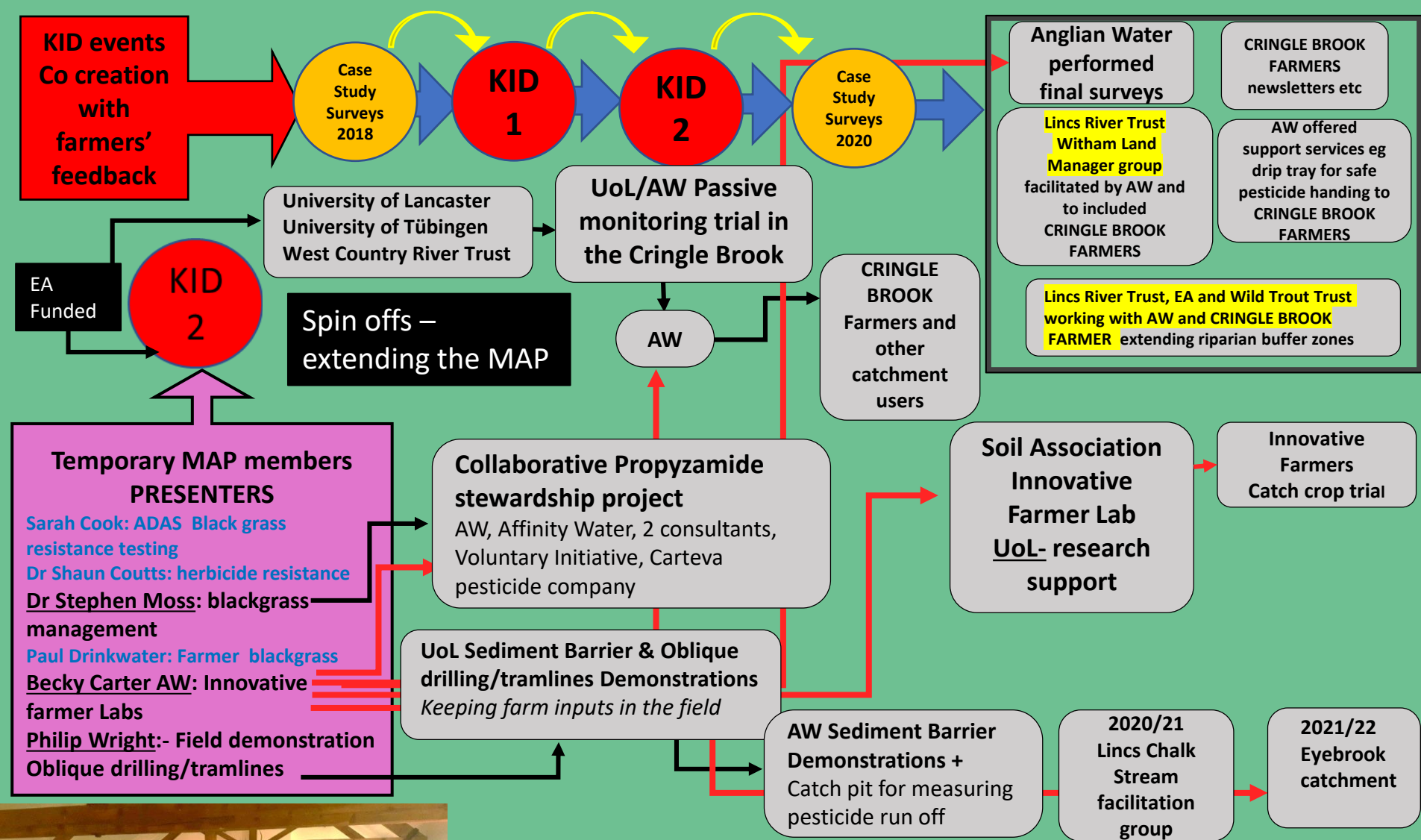
## Cultivations



## Herbicide resistance and blackgrass







Another long lunch!!!!



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Features of a MAP	Do these features occur in the England MAP
Shared and defined 'problem situation' or opportunity	<b>YES</b> – though original 'problem situation' namely metaldehyde, was not the overriding issue as seen by the Cringle Brook farmers -> potentially challenging to engage
All the key stakeholders are engaged in the partnership	<b>Most of the time.</b> The Cringle Brook farmers were challenging to engage, though the trusted advisers (agronomists) were targeted and attended.  With the AW catchment adviser 'on the ground' the Cringle Brook farmers are more engaged
Works across different sectors and scales	<b>YES</b>
Follows an agreed but dynamic process and timeframe	<b>YES</b>
Involves stakeholders in establishing their expectations for a good partnership	<b>YES...</b> but the farmers of the Cringle Brook took more time to engage  Year 3:Cringle Brook farmers were invited to join a nearby farmer facilitation group
Works with power differences and conflicts	<b>Possibly the propyzamide stewardship groups</b> - a range of groups with different agendas (selling chemicals, farm productivity, water protection, consultancy, SUD voluntary Initiative)
Fosters stakeholder learning	<b>YES</b>
Balances bottom-up and top-down approaches	<b>Needs more time</b>
Makes transformative and institutional change possible	<b>Needs more time</b>

# A few take away messages

## Australia

Consider the farmers' perspective ~ can your goals be compatible?

CHAMPION FARMERS ~ sphere of influence

REASSURANCE:- CHANGE OF PRACTICE CAN BE BENEFICIAL  
~ importance of one-to-one advice

Provide purposeful engagement and **GOOD FACILITATORS**

GAIN THE SUPPORT OF THE WHOLE INDUSTRY  
~ **embedded in the industry**

ENGAGE THE NETWORK TO SPREAD THE MESSAGE

INVITE EVERYONE TO YOUR EVENTS  
~ avoids siloing

Patience and time

## England MAP

Consider the farmers' perspective ~ can your goals be compatible?

In a mature network our MAP needed to build on the **existing network of expertise**

Farmer engagement MAPs need to be **fluid** to address a wide range of dynamic issues and needs, yet **comfortable in revisiting** ongoing issues.

The MAP CORE PERSONNEL needs to be EVOLVING, empathetic to farmer/industry needs, adaptable and knowledgeable of the wider network.

In a mature network the MAP needs to address **current** farmer issues/needs and also develop an **innovative platform** for the future.

**Embedding in the industry** creates sustainability

Provide purposeful engagement and **GOOD FACILITATORS**

Focus on and upskill **TRUSTED advisors** so **all** are relaying a **consistent message**

Patience and time

# Thankyou