

CARRYING FORWARD OUR LESSONS LEARNED.

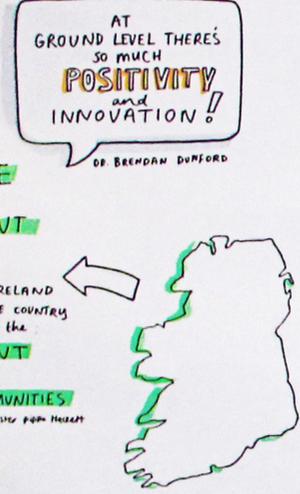
AGRICULTURE AND THE ENVIRONMENT

AT GROUND LEVEL THERE'S SO MUCH **POSITIVITY** and **INNOVATION!**
- DR BRENDAN DUNFORD

THE EIPs HERE IN IRELAND in all parts of the country have delivered for the:

- ENVIRONMENT
- HABITATS
- FARMERS + COMMUNITIES

IMPACT and INNOVATION



FARMERS CAN SOLVE THEIR OWN PROBLEMS IF YOU GIVE THEM THE OPPORTUNITY.

THESE FARMERS CAN STAND TALL with PRIDE as THE SUSTAINABLE FARMER.

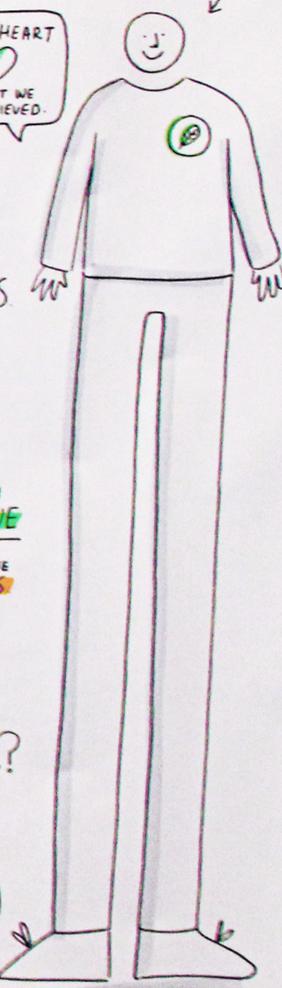
LET'S GO TO CUSTOMERS - Show them the difference.

FORGET THE 'GREEN-WASHING'

"NO FARMER CAN BE GREEN IF THEY'RE IN THE RED"

TAKE HEART AT WHAT WE HAVE ACHIEVED.

THE BIGGEST THREAT to BIODIVERSITY is FARM TRANSFER. WE NEED TO MAINTAIN FAMILY FARMS.

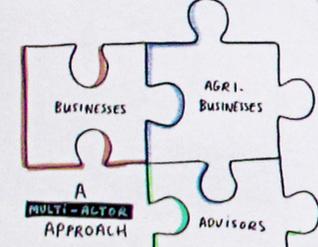


INNOVATION CAN MEAN:

- NEW WAYS OF DOING THINGS
- OR DOING NEW THINGS

but we are interested in BEING INNOVATIVE IN

OUR THOUGHTS.



TOP DOWN APPROACH WASN'T WORKING SO WE ASKED and LISTENED to FARMERS

COMMUNITY ENGAGEMENT

WE CAN'T LEAVE ANYONE BEHIND

FROM THE BOTTOM UP

KNOWLEDGE EXCHANGE FARMER & FARMER

THESE SCHEMES ARE DIFFERENT WE GET TO MAKE THE DECISIONS IT'S BROUGHT A SENSE OF PRIDE BACK TO IT.

PROJECT MANAGEMENT WE CAN CONTACT THEM ANY TIME.

EVERY SEASON FARMERS ARE IN TUNE WITH THE ENVIRONMENT

PEARL MUSSELS NOT SOMETHING WE CREATED IT'S SOMETHING WE INHERITED.

NEIGHBOURING FARMERS ARE STARTING TAKE NOTICE FARMERS ARE COMPETITIVE! BUILD ON THAT.

IF WE CAN ALL SHARE WHAT WE'RE LEARNING WE WON'T HAVE TO REINVENT THE WHEEL.

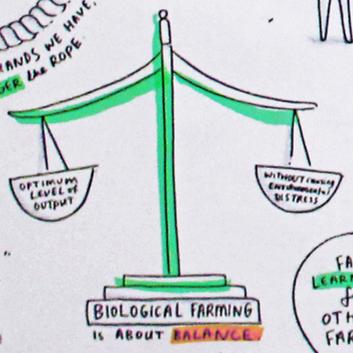
"I LIKE TO SHOW PEOPLE THAT IT'S OK TO HAVE WEEDS ON THE FARM."

LOOKING AHEAD

WE NEED IT SYSTEMS THAT ALLOW US TO ADAPT QUICKLY.

BE POLICY PROACTIVE WE NEED TO COME WITH THE SOLUTIONS

IT'S LIKE A ROPE THE MORE STRANDS WE HAVE THE STRONGER THE ROPE



EDUCATE and ENGAGE.

- Eoin Kinsella DUNCANNON BLUE FLAG FARMING + COMMUNITIES PROJECT

AGROFORESTRY CAN COMPLEMENT EXISTING LIVESTOCK FARMS IT CAN BE A BENEFIT to the FARMER + can DELIVER for EVERYONE



THE FARMERS' PERSPECTIVE

AGRO-FORESTRY

- Henry O'Donnell, WILLOWEN UPLAND FARMERS PROJECT

WE'RE NOT DICTATING TO FARMERS WE'RE BRINGING THEM ALONG.

WE GIVE THEM THE RECIPE!

PATRICIA DEARVE McGILGUSKEY BEES PROJECT

OTHER PEOPLE MAY SAY IT'S CRAZY BUT WE SAY IT'S INNOVATION!

WE CAN'T LOOK AT THE COMMONAGES IN ISOLATION

THE SHEEP MOVE FROM ONE PLACE TO THE OTHER WE SHOULD TOO.

ONE SIZE DOES NOT FIT ALL.

FRONT and CENTRE HOW IS THE OVERALL LANDSCAPE FUNCTIONING?

RESULTS BASED - REWARDING FARMERS FOR THE POSITIVE THINGS THEY DO

HYBRID

ENERGY CREATES SOCIAL CAPITAL