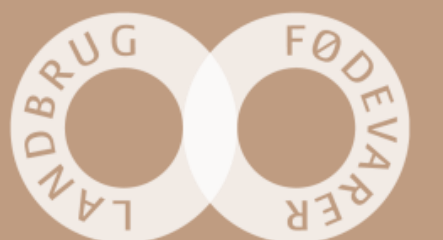


The role of independent advice

Senior specialist Poul Henning Petersen, L&F, SEGES

SEGES



Farmers in focus

SEGES

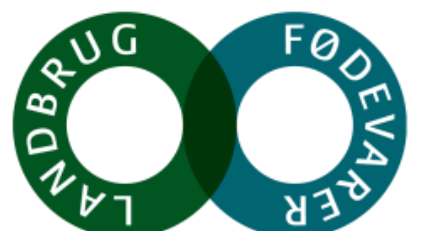


SEGES – the national agricultural advisory center

Owned by the Danish Agriculture & Food Council

- Build bridges between research and practical farming
- Manage a range of innovation and service tasks for the 26 farmer-owned advisory companies
- Interact with authorities in the regulation of the agricultural sector and policy implementation

SEGES



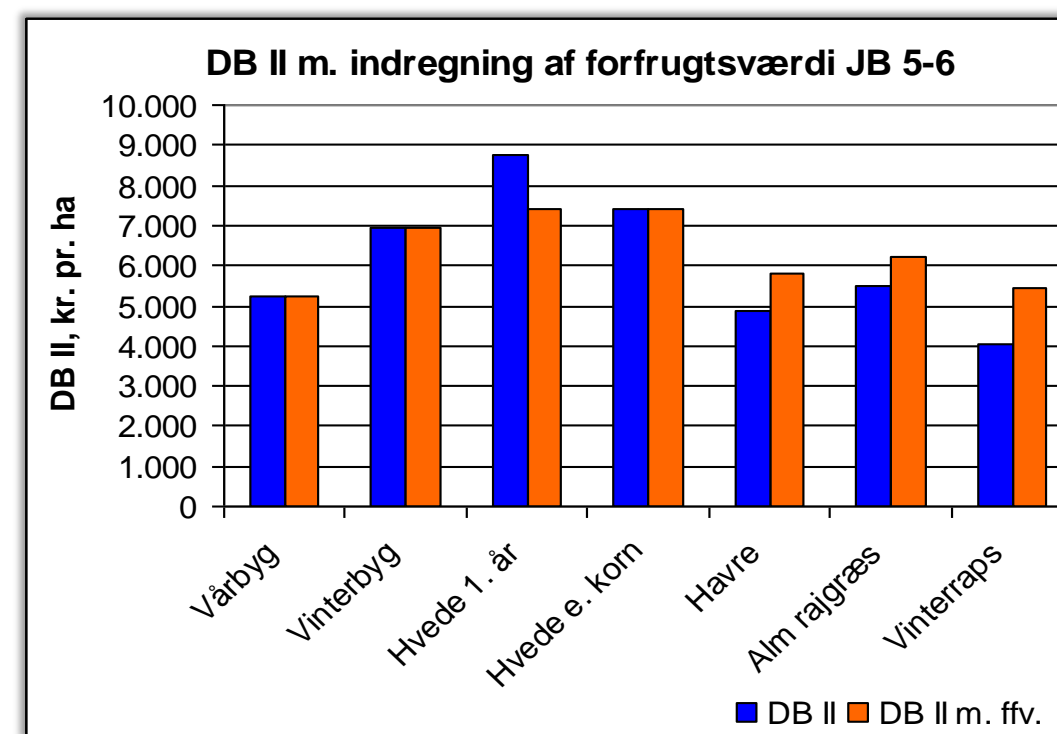
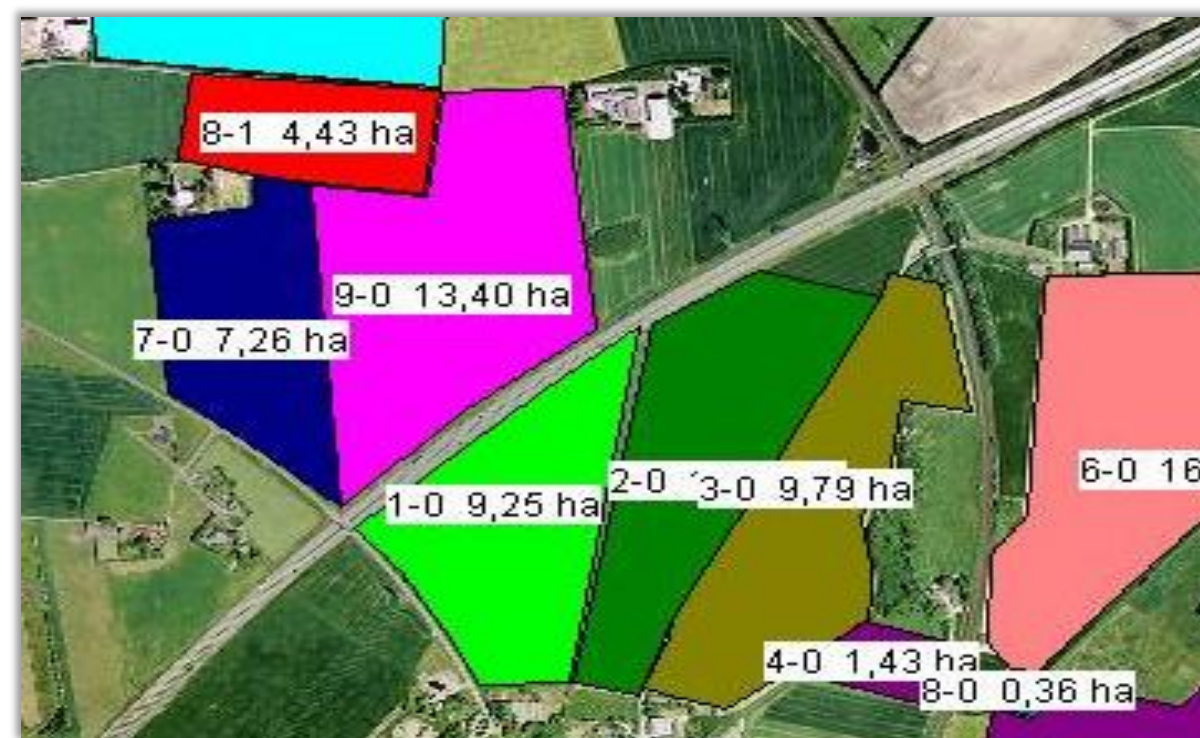
Independent advice on local level

- 26 local advisory centres owned by local farmers
- Financed by providing advice and service to farmers – not by selling other products eg. pesticides or fertiliser



SEGES supplies professional knowledge and information

- Farmer driven innovation
- Organize and report field trials
- Web-site with up-to-date professional knowledge, IT tools, and technical know how
- Farm management systems
- Decision support systems



Independence and unbiased advice

- Field trials are conducted on a unbiased basis independent of industry
- Industry can contribute to trials, but all data are published
- Payment for unbiased advice can be a barrier for some farmers
- Farmers may take in advice from the industry, but often also got a second opinion from an independent adviser
- Regulation burdens advisors with a heavy work load resulting in less time in the field with farmers – this bottleneck is sometimes closed by salesmen



Competition makes farmers own advisory service stronger

- Small private owned advisory companies also exist side by side with the farmer owned larger advisory centers with a wide range of specialized advisers
- Competition from small private owned companies keeps us on track

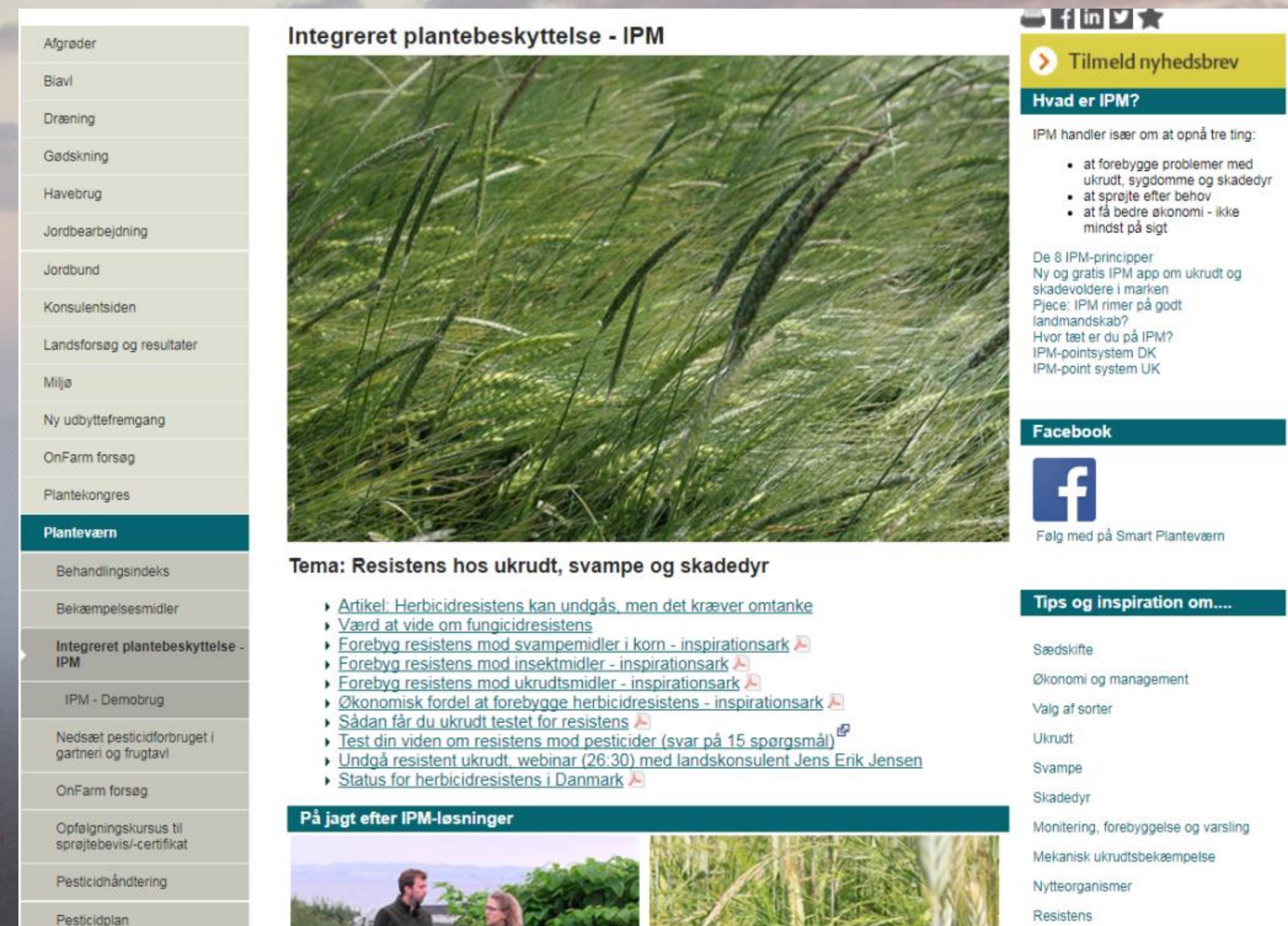


Case: Implementation of IPM

Integrated Pest Management


The advisory service has developed tools, demo farms, web-site etc.

The activities has been supported by the Danish Enviromental Protection Agency



Afgrøder
Blavl
Dræning
Gødskning
Havebrug
Jordbearbejdning
Jordbund
Konsulentsiden
Landsforsøg og resultater
Miljø
Ny udbyttefremgang
OnFarm forsøg
Plantekongres
Planteværn
Behandlingsindeks
Bekæmpelsesmidler
Integreret plantebeskyttelse - IPM
IPM - Demobrug
Nedsæt pesticidforbruget i gartneri og frugtavl
OnFarm forsøg
Opfølgingskursus til sprøjtebevis/-certifikat
Pesticidhåndtering
Pesticidplan

Integreret plantebeskyttelse - IPM



Tilmeld nyhedsbrev


Hvad er IPM?

IPM handler især om at opnå tre ting:

- at forebygge problemer med ukrudt, sygdomme og skadedyr
- at sprøjte efter behov
- at få bedre økonomi - ikke mindst på sigt

De 8 IPM-principper
Ny og gratis IPM app om ukrudt og skadevoldere i marken
Pjece: IPM rimer på godt landmandskab?
Hvor tæt er du på IPM?
IPM-pointsystem DK
IPM-point system UK

Facebook



Følg med på Smart Planteværn



Tips og inspiration om....

Sædskitte
Økonomi og management
Valg af sorter
Ukrudt
Svampe
Skadedyr
Monitering, forebyggelse og varsling
Mekanisk ukrudtsbekæmpelse
Nytteorganismer
Resistens

Tema: Resistens hos ukrudt, svampe og skadedyr

- ▶ [Artikel: Herbicidresistens kan undgås, men det kræver omtanke](#)
- ▶ [Værd at vide om fungicidresistens](#)
- ▶ [Forebyg resistens mod svampemidler i korn - inspirationsark](#)
- ▶ [Forebyg resistens mod insektmidler - inspirationsark](#)
- ▶ [Forebyg resistens mod ukrudtsmidler - inspirationsark](#)
- ▶ [Økonomisk fordel at forebygge herbicidresistens - inspirationsark](#)
- ▶ [Sådan får du ukrudt testet for resistens](#)
- ▶ [Test din viden om resistens mod pesticider \(svar på 15 spørgsmål\)](#)
- ▶ [Undgå resistent ukrudt, webinar \(26:30\) med landskonsulent Jens Erik Jensen](#)
- ▶ [Status for herbicidresistens i Danmark](#)

På jagt efter IPM-løsninger





Case: Site-specific crop management

Based on the CAP registration of crops, SEGES are generating maps from CropSat for site specific fertilization of oil seed rape to all farmers in Denmark

Local advisers are trained to support the implementation on farm level

Case: Farm tracking

FarmTracking is a smartphone app from SEGES where farmers in the field can do all kind of registration

In order to secure the farmers and advisors, FarmTracking is linked to the online management system MarkOnline where most of the national regulation is implemented

**Thank you for your
attention!**

SEGES

