



Nutrient emission in intensive horticulture in Europe. How to comply with society's demands? An invitation

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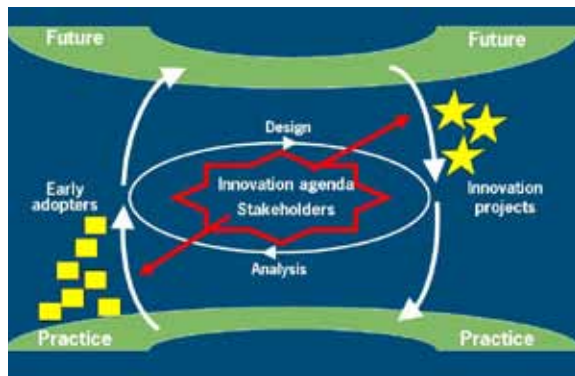
Problem

- Greenhouse crops characterized by high nutrient and pesticide leaching
- European legislation: Water Frame Directive, Nitrate Directive
- Aiming at safe and good water quality
- Drastic measures are required
- Reflex of growers' organizations and the crop protection industry is to organize protest against new (European) legislation
- Alternative: develop innovative solutions that aim at social, economic and environmental sustainable production systems
- Prerequisite: involvement and commitment of all stakeholders
→ How?

Process

Strategy:

- Build networks with growers and other stakeholders
- Search for congruent interests
- Define common goals
- Give room to individual interests of different stakeholders
- Create trust among different actors



Important factors:

- Work on Problem awareness of the growers
- Convince growers of their contribution to the problem and solution
- Identify jointly :
 - motivations for change
 - bottlenecks
 - possible solutions
- Exchange of knowledge between growers and advisors
- Demonstrate good practices and test best practices
- Feedback of bottlenecks to research programs and government

Product:

- Joint development of new knowledge
- Creation of innovative sustainable production systems

Invitation

This strategy offers opportunities in a European context as well. In the Netherlands several of these networks are successfully operating, and learn from each other's experiences.



Researchers interested in cooperation in this field are invited to contact us: ellen.beerling@wur.nl