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Many thanks to the Ministry of Agriculture, the Environ-
 ment and Consumer Protection Mecklenburg-Western
 Pomerania for the granting of state subsidies, along with
 EDEKA as a pioneer and supporter of the project.



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IBAN: DE06 5502 0500 0222 2222 22
 Bank für Sozialwirtschaft Mainz
 BIC: BFSWDE33MNZ

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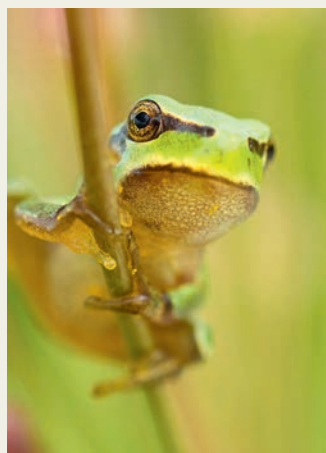
Photo credits: © Mike Lane/gettyimages; Frank Gottwald; Dietmar Nill/WWF; WWF
 Layout: Anna Risch
 Editor: Thomas Köberich
 Production: Sven Ortmeier/WWF
 Print: Druckstudio Düsseldorf

Examples of Measures on the Farms

Segetal flora have more light and less competition in sparse cereal stocks. Farmland birds and brown hares find ample food and cover there.
 Corn poppy (*Papaver rhoeas*) ▶
 Cornflower (*Centaurea cyanus*) with honey bee ▼



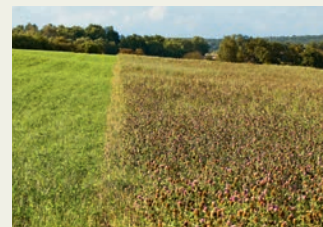
Red-backed shrike (*Lanius collurio*) ▶
 Extensive grazing with suckler herds contributes to the preservation of biodiversity in grassland. ▼



▲ Extensively used buffer strips at the edges of small water bodies are important summer habitats for amphibians from which insects also profit.
 ◀ European tree frog (*Hyla arborea*)



◀ Queen of Spain fritillary (*Issoria lathonia*) on lucerne
 Unmown strip in the legume-grass leys. ▼



▲ Hay use is better for herbs than silage, because seeds can still dry and drop out after mowing.
 bellflower (*Campanula patula*) ▶



▲ Unmown strips offer farmland birds, brown hares and insects a refuge during and after mowing.
 Large marsh grasshopper (*Stethophyma grossum*) ▶



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AGRICULTURE FOR BIODIVERSITY
 A New Conservation Module for Organically Managed Farms to Promote Biodiversity

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A joint project by WWF, Biopark and Edeka. Scientifically supported and implemented by ZALF e.V.

Biodiversity Concerns Us All



Agricultural habitats play an important role in biodiversity in Central Europe. However, the reduction of biodiversity here is particularly dramatic due to the intensification of land use. This even affects animals and plants which were once typically associated with fields and meadows, such as skylarks or whinchats. Blossom-rich meadows which are filled with life are hard to find nowadays. Segetal flora, such as the pale poppy or forking larkspur, which used to ensure colourful diversity in the fields, are becoming increasingly rare.

Agriculture for Biodiversity



But there are ways of farming agricultural land so that it offers a habitat for wild animals and plants. Organic farming in particular makes a significant contribution to the preservation of biodiversity, among other things due to its diverse crop rotations and the avoidance of synthetic chemical pesticides as well as mineral nitrogen fertilizers. Rare species can also be found, in low density at least. Newly created biotopes and landscape structures such as hedges and field margins can be well populated and even minor changes in farm management procedures can have a great impact. This is why measures to promote wild animal and plant species in organic farming are particularly effective.

Together with its project partners and supported by EDEKA, WWF has initiated the “Agriculture for biodiversity” project. The scientific monitoring and implementation is the responsibility of the Centre for Agricultural Landscape Research (ZALF) e. V. A new evaluation system for nature conservation achievements in organic farming has been developed in collaboration with co-operating farms and a working group of experts.

Promote Diversity



The aim of the “Agriculture for Biodiversity” nature conservation module is to increase the diversity of species of wild animals and plants in agricultural habitats demonstrably and thereby to reverse the decline of indigenous flora and fauna.

The Nature Conservation Module at a Glance

The nature conservation module is an additional qualification for special achievements in the promotion of biodiversity.

- » It is based on a comprehensive service catalogue with over than 70 options for arable land, grassland (meadows, pastures) as well as for landscape elements (including hedges, ponds). Furthermore, the occurrences of endangered species and habitats are assessed.
- » It includes measures for different species with different habitat requirements.
- » It is based on a points system, which indicates how effectively the respective measure provides protection for wild animal and plant species and their habitats.
- » A certain score must be achieved relating to the whole farm in order to meet the conservation standard.
- » It is planned to check the implementation of the conservation standard in the course of the mandatory organic inspection tours.

The Farms



No two farms are the same. The variety of measures makes it possible for each farm to put its own nature conservation services together individually, according to its operation. These are adapted to the individual location, the specific farming procedures used, as well as the availability of certain target species.

Nature Conservation and Agriculture – More Successful Together



One of the key pillars of the standard is the nature conservation consultation, to which each participating farm is entitled. The consultants identify areas and existing target species that are particularly valuable and show which nature conservation measures are useful. With the farmer, an individual package of measures is drawn up. This will be further optimised in subsequent years building on the concrete experience on site.

- » Exchange and co-operation are the basis for the success of the standard!

Measure and Share Successes



Not everything is predictable, not every effect of a measure can be known. It is therefore all the more important to observe and to document the effectiveness of the measures on selected farms. What have the measures accomplished? To what extent have the target species benefited from them? What can be learned from this? What can be transferred to other farms? Monitoring and evaluation programmes are currently in progress for the segetal flora, whinchats and grassland flora.

Marketing and Transparency

EDEKA is supporting the project and guarantees to take delivery of the agricultural products from the farmers. These products can be recognised by their “Agriculture for Biodiversity” logo. Consumers can trace the origin of the products back to the farms with a tracking code.



Furthermore, the farms and their measures are presented on the project website. With every purchase of “Agriculture for Biodiversity” products, consumers can actively promote biodiversity and at the same time support the extra work put in by the farmers.

Outlook



The aim of the project is the large scale introduction and use of the “Agriculture for Biodiversity” standard by organic farms. The more organic farmers take part, the better it is for the protection of species.