

THE HOUSE OF AGROECOLOGY

A Belgian initiative to accelerate the transition



LLAEBIO KIJKT Vooruit!

26/01/2023

AGENDA



- 1 THE WHY
Historic
- 2 THE WHOM
Team
- 3 THE WHAT
Vision / services
- 4 THE HOW
Governance / Charter

Our observation of challenges



A complex disconnected food system

- **Loss of link** between companies, farmers and processors
- **Complexity of the agri-food ecosystem** in Belgium
- Few cross-links between **Flanders & Wallonia**
- Lack of **food autonomy**
- Mainly **industrial field crop** production: cereals, sugar beets, potatoes, corn, dairy



Practical difficulties making a large-scale transition difficult

- The diversity and **complexity of tools**, indicators, certificates on farms/products
- Little **knowledge of agroecology** and use of other terms (regenerative agriculture, conservation agriculture, living soil, sustainable agriculture,...)
- Fragmentation of **smaller organisations working around agroecology** in BE
- **Lack of support for farmers & lack of money**
- **Lack of visibility** and opportunity in the industry

We need to join forces

THE WHY

Our dream for Belgium



A maximum of agro-ecological farmers

to ensure their survival and develop jobs in the food chains : **1/3 of farms by 2030** if focusing on conventional: 10.000 farms ~ 450.000 ha



Fair remuneration for the production of common goods

biodiversity, carbon sequestration,...



A diversified production

and increased transformation of the products in Belgium



In addition to short circuits, longer agro-ecological value chains

Associating all stakeholders: the agricultural world, product processing and distribution companies, and eaters/citizens in a **Belgian national context**



Sustainable and healthy food made available to a broader public

Our principles: Neutrality, inclusion and National scale

June 13, 2022: An event with over 80 participants

- ▶ Carrefour
- ▶ Delhaize
- ▶ Colruyt
- ▶ Raffineries Tirlemontoises/Südzucker
- ▶ Alpro
- ▶ MacCain
- ▶ Graines de Curieux
- ▶ Cultivaé
- ▶ Bi'OK
- ▶ Exki
- ▶ CRA
- ▶ Living lab LLAEBIO
- ▶ ILVO
- ▶ Ugent
- ▶ KUL
- ▶ INBO
- ▶ Permaprojects
- ▶ Terres en vue
- ▶ Miimosa
- ▶ Lita
- ▶ Iles de Paix
- ▶ Rikolto
- ▶ Collège des producteurs
- ▶ Fourrages Mieux
- ▶ Obs'Herbe
- ▶ Natagriwal
- ▶ ELO
- ▶ Earthworms
- ▶ Boerenforum
- ▶ Oxfam
- ▶ Bioforum
- ▶ GROW
- ▶ Voedsel Anders



THE WHY

September 14, 2022: First Consortium with the main actors in the field



THE WHY

Inspiration from the French mouvement:

« Pour une agriculture du vivant »



THE WHY

Inspiration: PADV

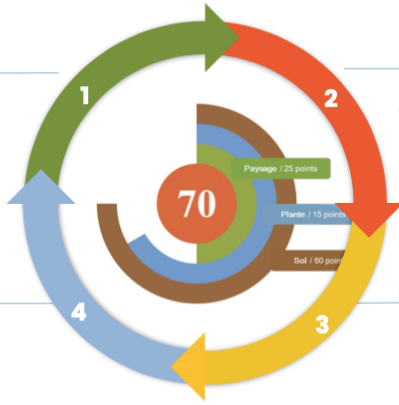
Un nouveau modèle économique à faire émerger en coalitions d'acteurs

Stratégie et profil de l'agriculteur

- Maîtrise des charges
- Raisonnement échelle rotation
- Diversification des revenus

Paiements pour Services Environnementaux

- Rémunération des externalités positives
- Crédits carbone
- PSE / MAEC
- Systèmes de primes au résultat



Contrats / filière

- Un prix d'achat couvrant les coûts de production et valorisant la progression des agriculteurs et la qualité des productions
- Contrats pluriannuels sécurisants et incitatifs

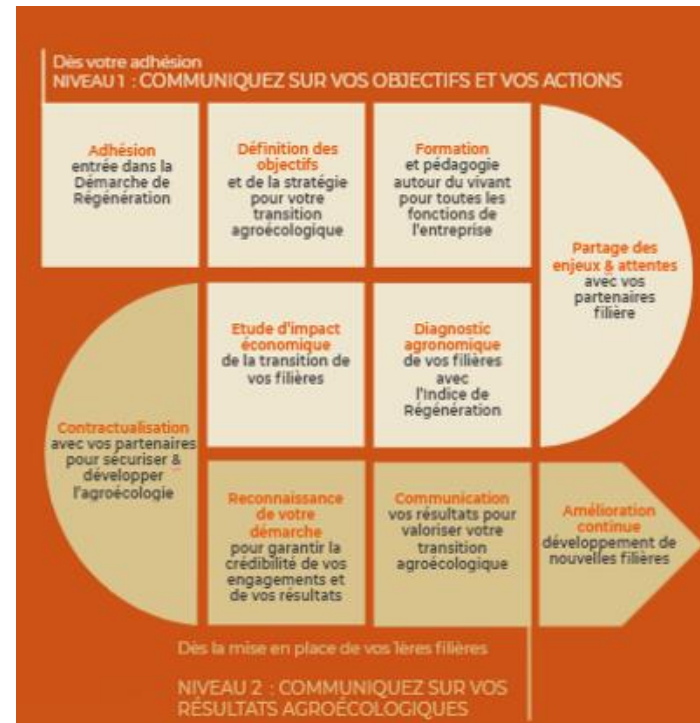
Mécanismes de soutien publics et privés

- Financements de soutien de l'investissement et de sécurisation du risque :
 - Assurances
 - Prêts
 - Crédit Impôt Recherche
 - PAC

Encourager, sécuriser et valoriser la transition agroécologique



AGIR SUR...	LES AGRICULTEURS	LES TECHNICIENS	LES ACTEURS DES FILIÈRES
LES ACTIONS	Pratiquer l'agroécologie, se former, échanger avec ses pairs	Accompagner les agriculteurs, se former, développer son réseau	Entraîner progressivement l'ensemble de ses appros dans une démarche agroécologique
LES OUTILS	L'Indice de Régénération	Le programme Technicien Du Vivant	La Démarche de Régénération
LES BÉNÉFICIAIRES	Accompagner et mesurer l'évolution des pratiques	Sécuriser la progression et réduire les coûts	Construire des stratégies de sourcing adaptées et valoriser les résultats par une communication progressive



THE WHY

Inspiration: PADV



Agroecologie.org

La mise en avant des acteurs du réseau et une diffusion des outils en accès libre

INDICE DE RÉGÉNÉRATION

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État de l'agriculture - Agriculture

71

Couverture du sol

124

1002

82 %

Travail du sol

Carbone

PROJETS ET INDICATEURS DE SUIVI

PROJETS ET INDICATEURS DE SUIVI

Mise à jour

Mise à jour

Mise à jour

Mise à jour

Mise à jour

Mise à jour

Mise à jour

Mise à jour

Mise à jour

Mise à jour

CARTOGRAPHIE ET MISE EN RESEAU DES ACTEURS

CARTOGRAPHIE ET MISE EN RESEAU DES ACTEURS

Cartographie des acteurs du réseau

Mise en réseau des acteurs

BOÎTE À OUTILS

BOÎTE À OUTILS

Mes outils

- 1. Outil de suivi des cultures
- 2. Outil de suivi des animaux
- 3. Outil de suivi des sols

PÔLE DE CONNAISSANCE

PÔLE DE CONNAISSANCE

Articles de connaissances

Un rôle clé de la culture

100 jours de travail

Un rôle clé de la culture

100 jours de travail

Un rôle clé de la culture

100 jours de travail

ACTUALITÉ ET ÉVÈNEMENT

ACTUALITÉ ET ÉVÈNEMENT

Actualités

Événements

WHO & WHAT



THE WHOM

The core team



Alban Bouvy
Bioingénieur
(1d/w)



Emilie de Morteuil
(2,5d/w)



Johan Lambrechts
FarmingforClimate
(0,5 d/w)



Matthieu Taymans
Bioingénieur
Constellr
(1 day/month)



Eleonor Moulliard
IT Project
leader
(1 day/w)



Simon Chavée
Bioingénieur
Terres Vivantes
(0,5 day/w)

THE WHOM Advisory Board



Pascal Durdu
Industry expert
Farmingforclimate



Alain Peeters
Agronomy expert
Terres Vivantes



Olivier Lefebvre
Economist
PermaProjects



Jacques Crahay
Industry expert
Févia, Wagralim,
UWE, Cosucra



Louis de Jäeger
Food forest institute



Bernard Escoyez
Farmingforclimate

HoA is a reference organization that reinforces the credibility and reach of the whole sector by offering a **unified communication, common** and validated **scientific bases**, a set of **mutualized tools** and a link for exchange and **sharing of practices and knowledge** for all actors of agroecology.

The purpose of this organization is to link actors through a **common charter**, to catalyze change and to **collectively propose concrete**, operational and innovative **actions**. Without replacing existing actors, it aims to promote the agro-ecological transition of the agri-food sector in the interest of its members, farmers, companies and associations as well as society as a whole.

THE WHAT

Vision & Mission



OUR MISSION

ENGAGE ALL ACTORS IN THE AGRICULTURAL AND FOOD TRANSITION

The House of Agroecology (HoA) was born to respond to the growing need for harmonization and federation of initiatives to **create a common base for agroecology in Belgium** with a shared vision and a collaborative approach. Be the trusted third party for the food transition.

BASED ON THREE AXES

AGROECOLOGIZING THE
EXISTING AGRI-FOOD CHAINS



DEVELOP NEW AGROECOLOGICAL
AGRI-FOOD CHAINS



CONNECT AGROECOLOGICAL
PLAYERS



Our added value

THE HOUSE OF AGROECOLOGY ONE STOP SHOP



FOR INDUSTRIES



SECURE YOUR SUPPLYCHAIN,
BUILD ADAPTED SOURCING
STRATEGIES,
VALORISE THE RESULTS

- Facilitation & coordination (co-creation, access to our pool of partners,..)
- Advices
- Trainings for your employees
- Link with research institution
- Communication kit

FOR FARMERS



PRACTICE AGROECOLOGY, TRAIN
& EXCHANGE WITH PEERS

- Centralised information
 - Knowledge sharing platform
 - Digital tools
 - R&D projects
- Via our partners:
- Agronomic advises
 - Trainings
 - Financial transition

FOR PARTNERS & RESEARCHERS



DEVELOP YOUR NETWORK,
BE PART OF A LARGER
MOVEMENT,
BENEFIT ECONOMIES OF SCALE

- Coordination & Collaboration
- Collaborative funding
- Data centralization
- Broader reach in communication
- Pilote projects
- Research projects
- Scientific comitee

FOR CITIZENS



TRUST THE PRODUCT,
NO EXTRA LABEL, UNDERSTAND
AGROECOLOGY

- Education
- Information
- Sensibilisation
- Pledge

THE WHAT Services

ANNUAL MEMBERSHIP

FOR ALL MEMBERS

NETWORKING

- Access to working groups
- Access to exclusive events (conferences, festival, workshops, visits on farms...)
- Invitation to annual AG
- Communication toolkit
- Access to digital platform (Y2)
- Access to experience sharing platform (Y2)

FACILITATION

- Benchmarking tools and indicators
- Access to pool of expertise in Agroecology
- A network of referent farmers

Annual fee
€/Y DEPENDING ON TYPE OF ACTOR

ADDITIONAL SERVICES :

FOR INDUSTRY ACTORS



€ TO BE DETERMINED

TRAININGS

- Agroecology training for employees
- Suppliers support in transition practices (Y2)

CONSULTING & PILOTS

- Transition projects leading (value chain creation, risk sharing mechanisms, test of indicators, valorisation of ecosystemic services,...)
- Sourcing assessment
- Consulting on policies and programs (Y2)
- Validation on communication (Y2)

SUPPLYCHAINS

- Personalised support (audit, action plan, assessment) via partner
- Development of agroecological frame of reference
- Sourcing strategy via partner (F4G, Cultivae,...)
- Evaluation (Y3)

RESEARCH

- Support in R&D projects
- Production of on-demand research (Y2) via partners

FOR FARMERS



SUPPORT

- Consulting and support of farmers
- Assessment and data collection on farming activities
- Financing solutions and
- Digital tools (Y3)

PROJECT

- Agricultural trials
- R&D projects with partners
- Pilote project in agroecologicalsupplychain



Work in progress

HOW



Natural or legal persons supporting the approach and wishing to benefit from the dynamics of the Association

The members are divided into **4 colleges** to elect their **representatives to the Board of Directors** and to vote at the General Assembly (equal weight for each college during GA):

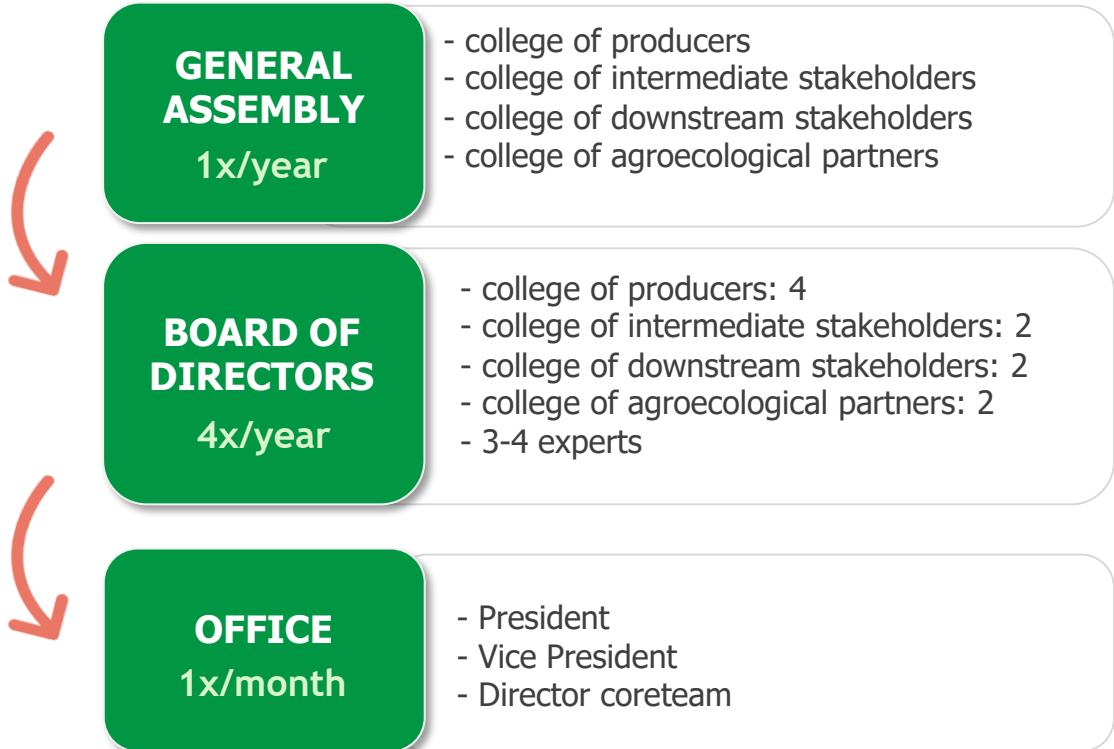
- 1. Producers:** all actors involved in agricultural production and implementing or wishing to implement agroecological practices in the work of the land they exploit;
- 2. Intermediary actors (upstream):** storage organizations, processors of finished products, cooperatives or traders whose agricultural activity is no longer the predominant activity
- 3. The final actors of the downstream:** all the actors downstream of the producers in the agro-food chains and who wish to promote agroecology within their organizations and with their partners: distributors, restaurant owners and consumers;
- 4. Partner organizations of the agro-ecological transition:** Professional organizations whose social goal is to promote agro-ecology in one or more of its dimensions: agronomy, environment, social, economy. Any actor wishing to be an actor of the transition through the development of services or the promotion of agroecology. It can be communication partners, non-profit organizations, private companies, advisors, research centers.

→ **Active contributors or sympathisers**

Decision-making bodies

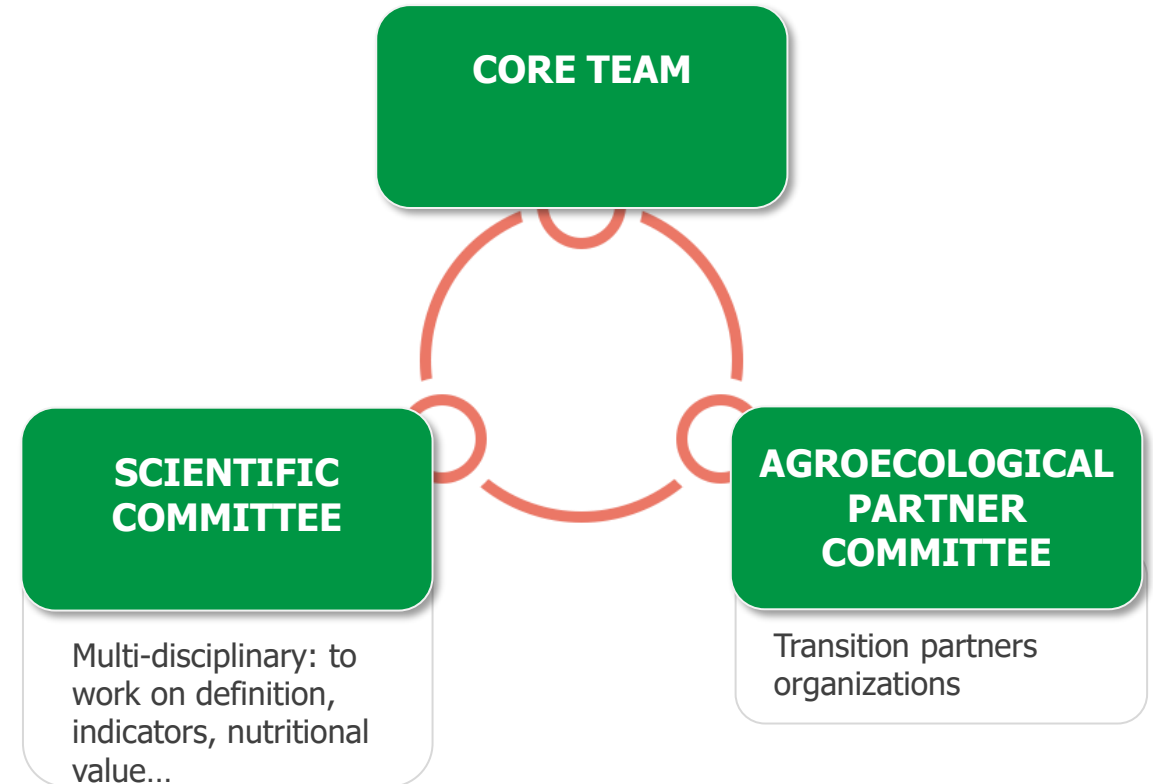
A BALANCED REPRESENTATION

Colleges for each category of actors across the value chain



AN EFFICIENT ORGANIZATION

Collaborating closely with academic and field experts



Working group: Indicators

- **Members:**

- Ugent: TAPE
- ILVO: Klimrek, etc
- CRA: Decide
- Natagriwal
- Natagora
- Regenacterre: brand
- F4G: Boussole
- F4C: Scorecard
- AE Eu: Oasis
- Biotope environnement (SPW): référentiel wallon
- ULB

- **Role of HoA:** coordinate, make the bridge between Wallonia and Flanders, between research and industry

- Next meeting with a smaller group, with the input of the industry actors and the farmers

Towards a scientific
committee 

THE HOW

Business model



PATRONAGE
From foundations and insurances



PRIVATE FUNDING
From stakeholders via a fee based on turnover

PUBLIC FUNDING
In a second phase



Ongoing discussion

Transformers & retailers:

- Delhaize
- Carrefour
- D'ici
- Puratos
- Sudzucker
- La Vie est Belle
- Graines de curieux
- Cosucra
- Pomuni
- ...

Associations

- Voedsel Anders
- Rikolto
- Iles de Paix
- The Shift
- Natagriwal
- Natagora
- Boerenatuur
- ILVO
- CRAw
- ...

Producers organisations:

- ELO
- Agripartners
- Sogesa
- Collège des producteurs
- Boerenbond
- FWA
- ...

Foundations & insurances companies

- Lita
- Miimosa
- Ethias
- Axa
- Credal
- The Nest
- ...

Charter of commitment for all

- **to be an actor in the movement:** to respect the vision and values of the movement, to contribute actively to its development, to the co-construction of tools for the transition in a logic of free access to innovations and to the influence of the sectors.
- **implement concrete actions** at their level by defining an annual progress plan, based on the following pillars
 - ❖ For all: training and acculturation of stakeholders;
 - ❖ For the industry: to accompany the agroecological transition of its suppliers and farmers;
 - ❖ For farmers: to move their farms towards an agroecological system;
 - ❖ For transition partners: provide strategic advice in line with the association's commitments and tools, develop solutions or services in favor of the transition.

Charter of commitment for all

1. Respect the **vision** and **values** of The HoA movement;
2. **Respect** the elements of agroecology and the **13 principles of agroecology**;
 - Restoration of agricultural biodiversity, the basis for the functioning of agroecological systems
 - Implementation of climate change adaptation techniques
 - Valuation of ecosystem services
 - The definition of a fair price and a balanced sharing of the added value
 - Balanced risk sharing within the industry
 - The valorization of a local production
 - The creation and maintenance of quality jobs
 - A transparent cooperative approach among stakeholders
 - Deploying the principles of the circular economy
 - Valuing the diversity of cultures
3. **Support** the movement and **participate** in the collective;
4. **Acculturate** stakeholders to agro-ecology;
5. **To accompany** the transition and to **develop** the agroecological productions/ to accompany the structuring of agroecological sector;
6. Establish an annual **agroecological assessment** (for continuous improvement) ;
7. **Respect** the **rules of HoA** when **communicating** about its commitments and actions.

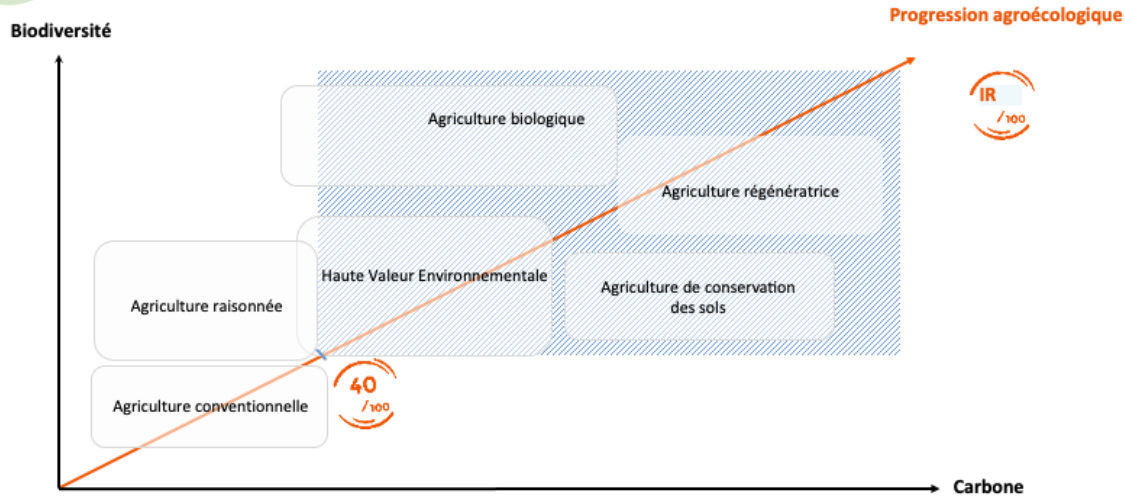
Agroecology is a transition, we
help you do it step by step

THE HOUSE OF
AGROECOLOGY

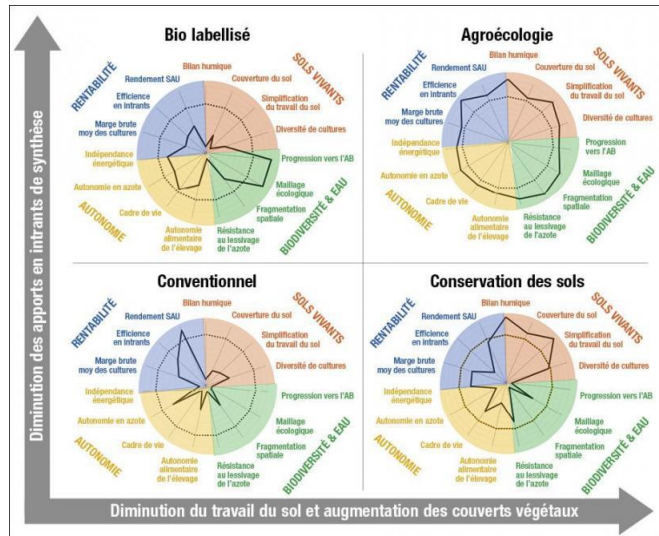
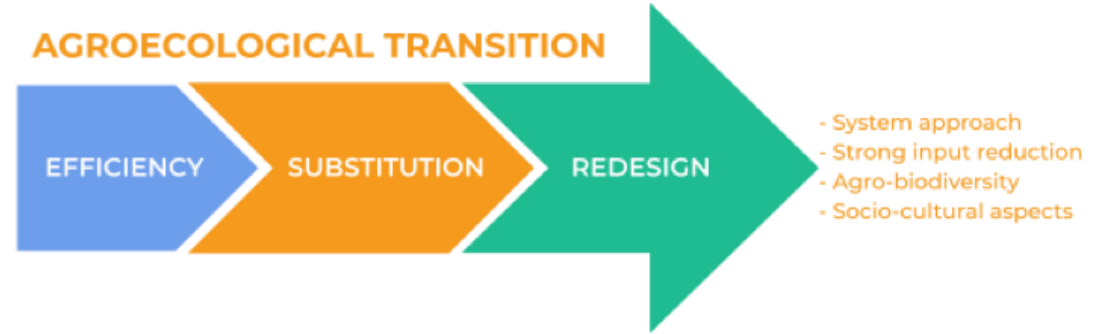


THE WHAT

Definition of agroecology practices



AGROECOLOGICAL TRANSITION



Precision farming

Integrated Pest Management

Conservation Agriculture

Organic farming

Agroecology



Definition of agroecology



Frans Muller at COP26



COP26 was the most important climate summit in years. Many believed it to be the world's best last chance to get runaway climate change under control. The summit was set on the global stage and Frans was part of the session on Net Zero for Consumer Goods and Retail.

During the panel, Frans called for more active support to farmers making the green transition, standardizing healthy and environmental product information for consumers, pre-competitive collaboration and government regulation.

"The biggest opportunity is to support the agricultural sector. I see it as our job to partner with them in this transition by incentivizing sustainable change. Farmers need support from the larger firms in this industry. It's simply not enough to ask them to change. It's our job to help them and to support them. Collectively we need to make more investments in sustainable agriculture. For example with longer term contracts and with co-create environmental requirements. At the same time we work together on soil health, bio-diversity and low carbon solutions. This is easier with local suppliers. That's why we are increasing sourcing locally.

I firmly believe that actively engaging with our suppliers across the chain is important.

So far we have communicated with 200 suppliers in our supply chain to ask them to share their data. I think fact-based data is important. With these numbers we can create a baseline and track performance to create new innovative solutions to reduce emissions. It's time for action but it's also time for measurement and accountability."



SCIENCE
BASED
TARGETS

DRIVING AMBITIOUS CORPORATE CLIMATE ACTION

