



IPM Decisions

D6.13 List of contributions through PAN European partners

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1 Public summary

Deliverable 6.13 is a list of contributions to dissemination through the IPM Decisions international crop protection project partners, BASF and Corteva Agriscience. BASF and Corteva Agriscience communicate with farmers and advisors across Europe, by field demonstration events, technical literature and via agronomists, and as well as with other stakeholder groups. Promotion activities by these partners are included in Deliverable 6.8, secondary country list with demonstration activities, in which all platform promotion activities are summarized.

2 Activities

BASF and Corteva Agriscience had no formal role in project communication, but they did contribute to dissemination of project outputs through their networks during the project, and will continue this after the end of the project. While BASF and Corteva Agriscience operate at a Pan-European scale, direct interactions with IPM Decisions were focused on engagement in the UK contact points. The primary role of these contact points was to provide field data for use in WP4 DSS validation activities. In addition, these contact points disseminate project outputs within their respective organizations through internal networks.

2.1 Internal networking activities

BASF and Corteva Agriscience joined IPM Decisions update meetings throughout the project, including the project kick-off meeting in Uppsala, Sweden in 2019, and online update meetings up until the end of the project in 2024. Messages from these meetings was communicated through both organizations. Internal quarterly project newsletters were circulated to all consortium partners and subsequently redistributed within their organizations to facilitate wider engagement, as well as annual External newsletters which were also circulated within partner networks.

2.2 External networking activities

While not required of either partner, both BASF and Corteva Agriscience actively engage with promotion of decision support systems (DSS) for integrated pest management (IPM) and associated digital tools, in collaboration with the IPM Decision project. For details of BASF and Corteva Agriscience communication activities relating to IPM, visit the [BASF Real Results Virtual Farm](#) and the [Resilient & Ready Sustainable farming Programme](#). These initiatives were separate to, but concurrent with IPM Decisions. In both cases, highlights of relevant activities in the UK are provided in Table 1 though specific details of all activities cannot be shared in a public deliverable. While both partners are active in other parts of Europe, specific engagement was focused on internal communications within each organisation.

BASF

In the UK, BASF established [The Real Results Circle](#) from 2020, uniting growers, agronomists and others looking to support innovation in UK Agriculture. As part of this initiative, BASF held numerous events over the period of the IPM Decisions project, often focused on the sustainable use of pesticides. Where relevant, IPM Decisions and/or associated resources were highlighted during trial tours, webinars and podcasts. In addition to these, BASF also offered tailored farm tours at a range of locations in the UK, and liaised with nationally relevant stakeholders on IPM issues.



- BASF Sustainability Farms tours: Numerous stakeholders were taken on farm tours at one or more of BASF's [Real Results demo Sites](#), discussing IPM adoption and tools. Stakeholders taken on tours included, but were not limited to; Lloyds Bank, UK Department for Environment, Food and Rural Affairs (DEFRA), John Innes Centre, AgrTechE, TeamAg, and the Natural History Museum.
- Engagement with farmer representatives: BASF maintain communication with the UK's National Farming Union (NFU). The NFU represents more than 45,000 farming and growing businesses, with the purpose of championing British agriculture and horticulture, campaigning for a stable and sustainable future for British farmers and securing the best possible deal for our members. Discussions aimed to support access to IPM strategy and tools and understand their important to British farmers.
- Policy engagement: The UK National Action Plan was under review during the IPM Decisions project, and UK partners engaged directly with DEFRA on IPM adoption, both collectively and independently throughout the project.
- Discussion with CropLife UK: CropLife UK Promote the essential role of science and innovation in protecting food, parks, gardens, sports pitches, roads and railways, representing the innovators, developers and providers of the crop solutions essential to sustainable productive agriculture. They aim to meet the challenge of ensuring a reliable supply of healthy, safe, affordable food, whilst reducing impact on the environment and leaving space for nature. BASF engaged with CropLife UK to discuss sustainable agriculture policy.
- Wider stakeholder engagement: BASF maintain communication with Water companies and the importance of IPM for water stewardship, the Royal Entomological Society and the role of IPM in invertebrate population dynamics, and other relevant groups such as Buckley Bees and NIAB.

Corteva Agriscience

Starting in 2020, Corteva Agriscience delivered a ‘[Resilient & Ready Sustainable Farming Programme](#)’ with LEAF (Linking Environment And Farming) in the UK, concurrent to the IPM Decisions project. This immersive, action-packed three-year programme of training, technical support and mentoring helps farmers to introduce sustainable farming and gain the skills and know-how. This programme included a series of news and updates, covering a broad range of relevant topics and case studies. The Resilient & Ready programme involves training, expert advice, testing, trials and events.



- Training was provided to support farms gain an understanding of how to deliver more regenerative, sustainable farming through Integrated Farm Management (IFM) and how to implement it on farm. Expert advice and support was available in areas such as biodiversity and habitat creation, soil health, carbon foot printing, energy efficiency and water management.
- Participating farmers were supported in testing new innovations from Corteva Agriscience's product pipeline, and integrating them into the farms IPM strategy. This collaboration with Corteva Agriscience facilitated feedback on product improvements and opportunities.
- The programme culminated in the farms launch as a LEAF Demonstration Farm. Over the three years the participating farms hosted online and on-farm events, reaching a variety of stakeholders including other farmers, industry figures and policymakers.

Progress highlights

- The second cohort of 2 farms began the 3 year Resilient & Ready programme January 2023. They both participated in LEAF Open Farm Sunday in June 2023 and 2024
- The Grants from cohort 1 won the Farmers Weekly “Farmer of the year” award in 2023
- Farmers weekly awards 2024 the Tylers won “Mixed Farmer Of The Year”
- At the Cream Dairy Industry Awards the Tylers won “Climate Positive Agriculture Award”

3 Conclusion

Relevant actors within BASF and Corteva Agriscience were kept informed of the IPM Decisions project. The IPM Decisions platform was designed and launched with input from both organisations as part of the interactive approach to its development. Once launched, the platform was demonstrated to key contacts at BASF and Corteva Agriscience, who subsequently promoted the platform in their respective networks. Through activities by the crop protection partners, IPM Decisions results have been shared with colleagues in the companies and in associated industry networks. As important stakeholders in crop protection across Europe, BASF and Corteva helped promote the IPM Decisions platform and DSS uptake during and after the project.



Table 1: Highlights from BASF and Corteva activities relating to IPM during the IPM Decisions project period 2019-2024

Event type	Title and Description	Location and Date	Link
BASF Webinar	Weeds Resistance Management Sarah Cook from ADAS discusses Resistance management and the resistance status of black-grass and other weeds in the UK	Online 24/06/2020	
BASF Webinar	Helping with the battle against flea beetle Expert panel discussion on the challenges and opportunities for the management of cabbage stem flea beetle in the UK.	Online 09/07/2020	
Corteva Agriscience / LEAF Webinar	Resilient and Ready LEAF Surgery This is a recording of the LEAF Zoom Surgery that took place on 6 November 2020. Hosted by LEAF, the session was an informal opportunity to hear from LEAF CEO Caroline Drummond, guest speakers and ask the panel questions.	Online 6/11/2020	
Corteva Agriscience / LEAF Webinar	Resilient and Ready LEAF Surgery At the Resilient and Ready launch webinar, each of our farmers talked in a series of breakout sessions focusing on the key issues facing farmers - biodiversity, soil health, energy, and water quality, all of which are at the crux of the biggest shake-up in farming policy for over 70 years.	Online 17/12/2020	
BASF Webinar	xarvio FIELD MANAGER What are the advantages and how can I digitalize my farm?	Online 21/01/2021	
BASF Webinar	xarvio Field Management Using digital technology for targeted inputs: how variable rate application supports farm profitability	Online 23/02/2021	
BASF Webinar	xarvio Field Management Integrated Pest Management and Sustainability with FIELD MANAGER	Online 25/03/2021	
BASF Webinar	Blight management What does the future hold for blight crop protection?	Online 29/04/2021	
Corteva Agriscience / LEAF Webinar	Virtual Field Day: Biodiversity Resilient and Ready team discuss biodiversity: taking stock of what you already have, monitoring to measure progress and ongoing management to target conservation efforts.	Online 06/06/2021	

Corteva Agriscience / LEAF on-farm events	Autumn On-Farm events These on farm, interactive events brought together Resilient and Ready farmers, representatives from LEAF and Corteva Agriscience, industry professionals, and LEAF demonstration farmers to examine what farming will look like in 30 years' time. These free events helped farmers take a step back from the urgent business, political and climate issues of the moment, reflect on what you want to achieve in the long term and identify the best tools, techniques, and strategies to future proof your business.	Hampshire 30/09/2021 and Aberdeenshire 29/10/2021	
Corteva Agriscience / LEAF on-farm events	Our On-farm Discovery Events These events were for potential Resilient & Ready applicants to learn more about the programme, meet the team and hear from Resilient & Ready graduates. We were joined at each event by a long-standing LEAF Demonstration Farmer who shared their own unique insights and perspectives on what a truly sustainable business looks like, the optimal business strategies to ensure success in the long term and how to approach the first steps to create bigger, positive changes.	Cambridgeshire 10/10/2022 and Shropshire 28/10/2022	
Corteva Agriscience / LEAF Webinar	Online Discovery Event Experiences from past Resilient & Ready farmer graduates; what they got out of the programme, how it has influenced their farming approaches and mindset and their plans for the future. An opportunity to learn more about the Resilient & Ready programme, how to apply and the opportunities it could offer you and your business. Talks from LEAF and Corteva Agriscience about the nuts and bolts of the programme	Online 23/09/2022	
BASF Webinar	Disease management in cereals Disease risk and considerations for effective management	Online 24/02/2023	
Corteva Agriscience / LEAF on-farm events	LEAF Surgery Corteva Agriscience hosted an "LEAF Surgery" online with the Grahams and farmers, an open event.	Online 12/01/2024	
BASF Webinar	Managing Winter Wheat Crops - Spring 2024 Overview of the challenges and options for wheat disease management in the UK, in the context of the 2024 season	Online 27/02/2024	
Corteva Agriscience events	Maize open day Corteva Agriscience held a Maize open day (open to the public) event at the Tylers on 18 Jun 24	The Tylers Farm 18/06/2024	

