



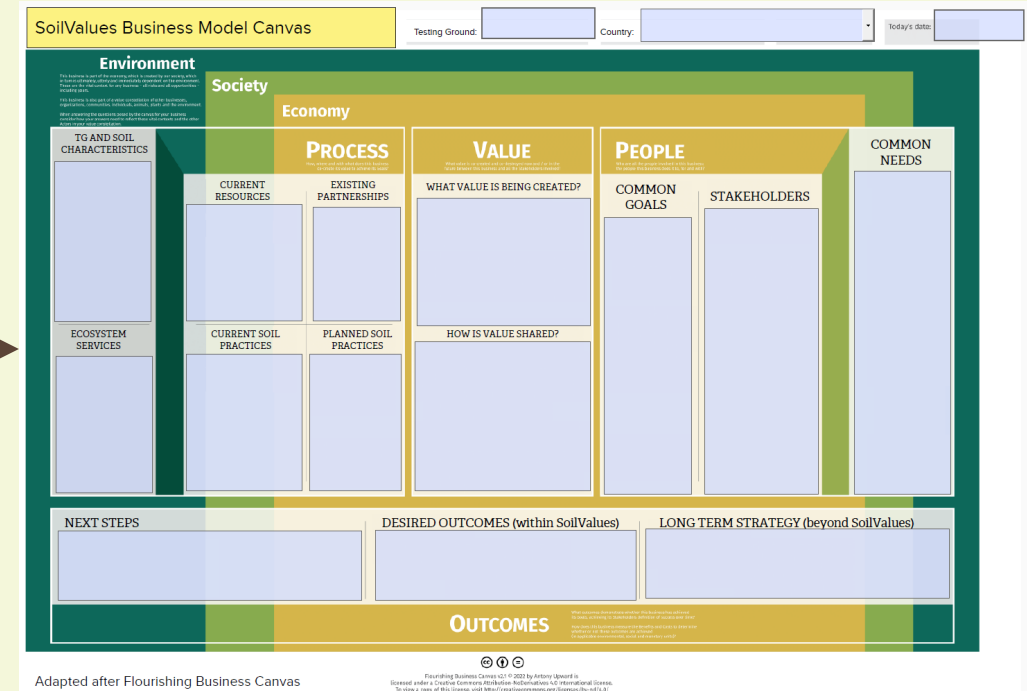
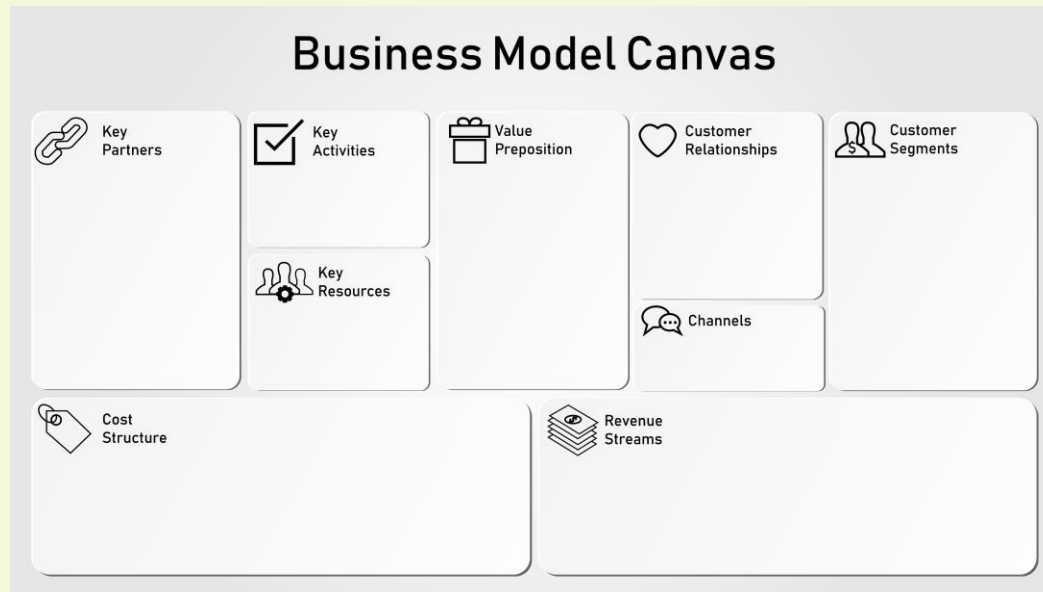
Enhancing Soil health through values-based business models

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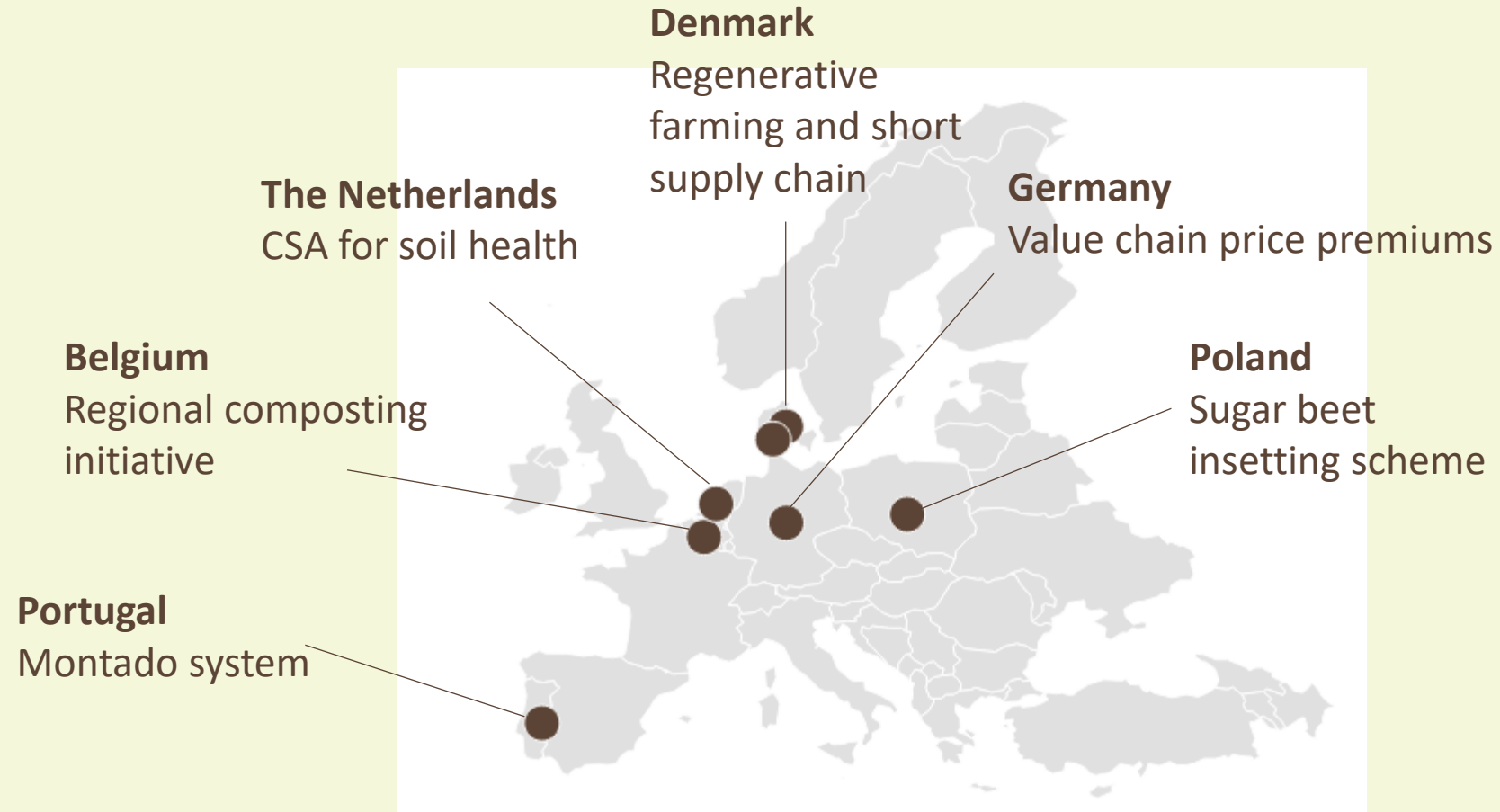
SoilValues: from current BM towards a SHBM



The research leading to these results has received funding from the European Union Horizon Europe (HORIZON) Research & Innovation programme under the Grant Agreement no. 101091308



- 6 'Testing Grounds'
- Towards Soil Health Business Models (SHBM's) with a range of stakeholders (farmer-centric)
- Action-based
- 2023 – 2026 (**ongoing**)

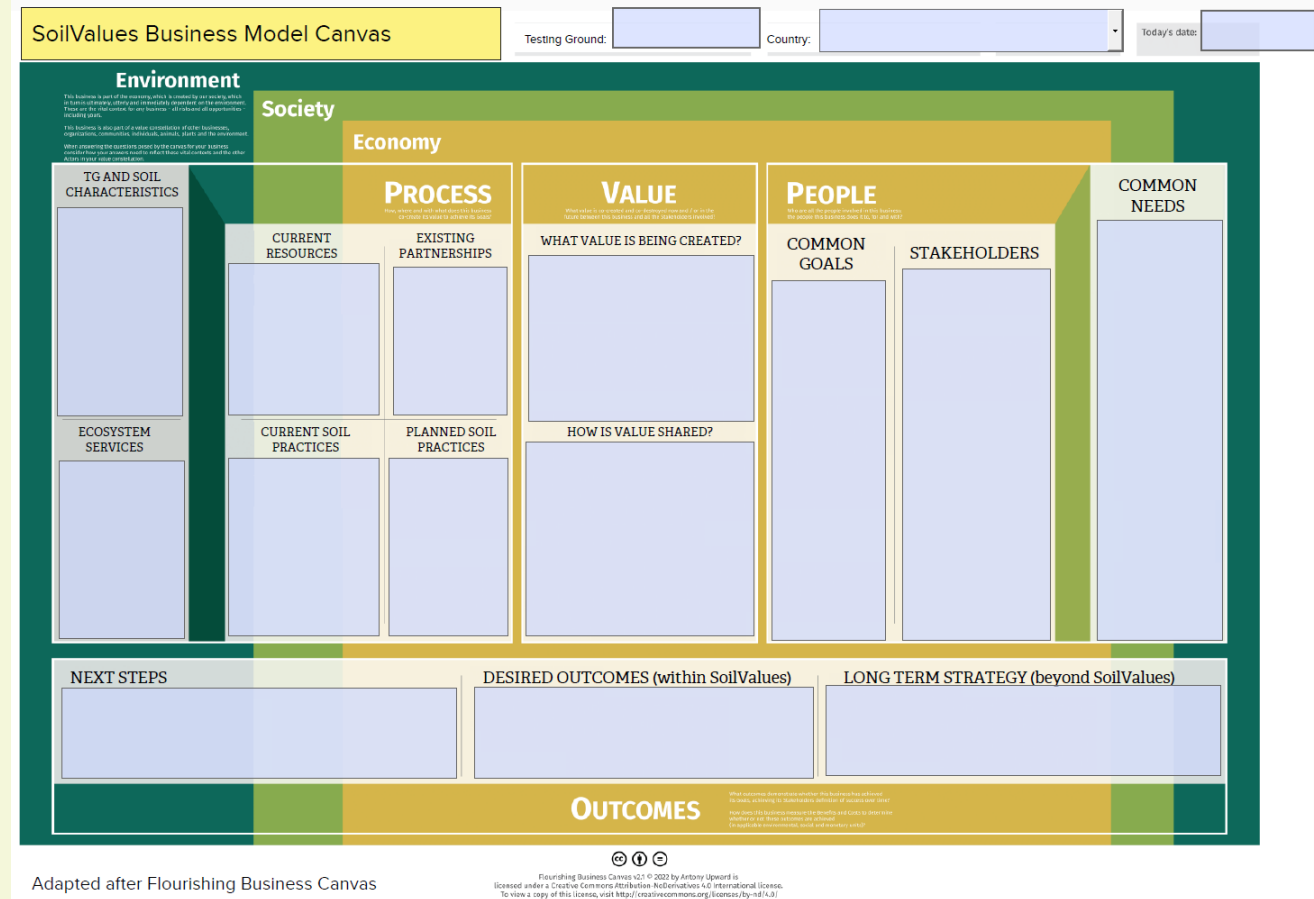


SoilValues: from current BM towards a SHBM

- Setting up the testing grounds (case selection)
- Stakeholder analysis (interest-influence matrix)
- SWOT analysis
- SoilValues BM canvas development (iterative)
- Implementation plan (yearly update)
- Tracking each TG process through logbook and regular meetings between TG-leads

- To do: semi-structured interviews focusing on values

➤ **Methodology is important, but not the desired takeaway today**



- Using Belgian case to illustrate key messages and preliminary findings

Belgium

Regional composting initiative





- Soils with heavy clay and loam
- Groot Grenspark Saeftinghe
- Scope is
 - Landscape-level
 - Regional identity
 - Crossing national borders



Goals

- Help enable **increase** in both **production and use** of **high-quality compost** based on **local biomass flows**
- Advantages at farm level
 - Source of nutrients for plants and soil biology
 - Water management and soil structure
 - Farm autonomy and environmental regulation compliance
- Advantages at societal level
 - Reduce import of nutrients to region
 - Collaboration with nature sector
 - Reduce irrigation needs and thus groundwater consumption
 - Biodiversity

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Main actors involved

- **Farmers (arable and mixed)**
 - Monitor and support farm composting and application
 - Found a cooperative for joint farm composting between farmers and public actors
- **Local and provincial policy makers (both in BE and NL)**
 - Facilitate and fund the initiative
 - Pressure other policy levels (eg. national)
- **Public actors managing biomass streams**
 - Inventory available biomass streams (quantity and quality)
 - Redirect streams from nature conservation from 'waste processing' towards valorisation through composting



Belgian case: Towards a SHBM – the need

- Public actors and farmers managing nature areas and natural areas of farmland (eg. Field margin management) are often obligated to pursue nutrient depletion by mowing and removing biomass
- They often pay industrial ‘waste processors’ to remove this biomass
- The associated societal benefits are limited, as centralised processing often entails lots of transport kilometers and profits go to private enterprise
- Some farmers buying compost from these processors distrust the lack of transparency in source material, product quality and degree of pollution (visible and invisible)



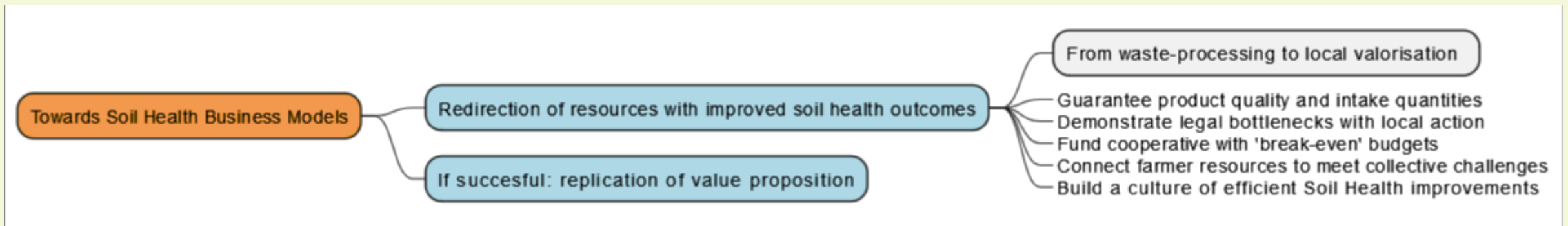
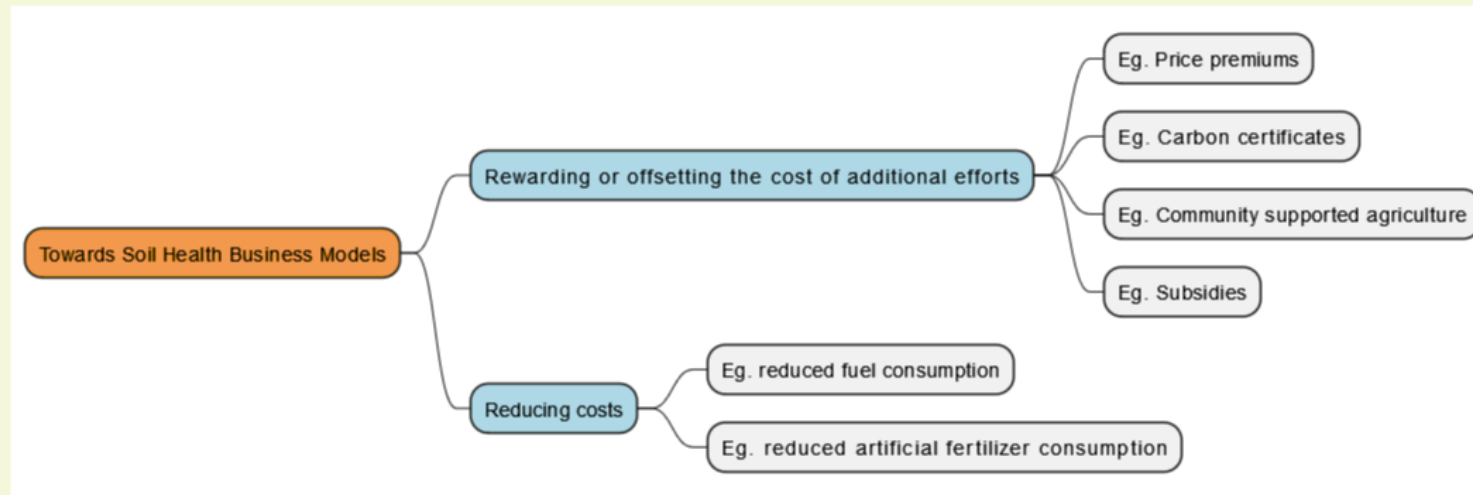
Belgian case: Towards a SHBM

– value proposition

- Convince public actors managing biomass streams to redirect expenses for ‘waste processing’ into local valorisation by offering guarantees
 - Product quality
 - Meeting the need for quantity to process
- Use revenue to fund cooperative and organise logistics between public actors and farmers
- Connect farmer resources (eg. Different types of biomass streams and their associated C:N ratio’s)
→ Not all farmers want to produce compost themselves
- Build a culture of technical knowledge and conviction regarding efficient usage of high-quality compost within farmer cooperative
- Use local leverage to demonstrate legal bottlenecks with regards to SHBM’s

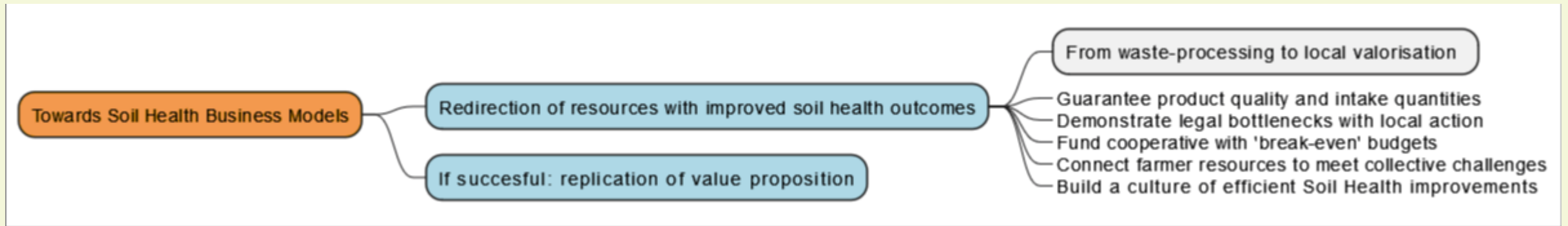
Key message

- Providing incentives or optimising individual business models is not the only way to tackle collective challenges



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QUESTIONS?