



WWF BALTIC
ECOREGION
PROGRAMME



FACTSHEET

WWF BALTIC SEA FARMER OF THE YEAR AWARD CRITERIA AND APPLICATION FORM 2014

WWF in cooperation with farmer organizations from around the Baltic Sea, is launching its 2014 competition to highlight best practices in “Baltic-friendly” farming and to recognize farmers who are advancing innovative measures to reduce runoff from their farms.



PHOTO: Alja Kreder

Farmers can help save the Baltic Sea by reducing nutrient outputs from their farms and taking steps toward sustainable agriculture. The Award, created in 2009, is intended to inspire farmers from the entire Baltic region to take active part in combating eutrophication.

The competition will select a national winner of the Baltic Sea Farmer of the Year Award from each country around the Baltic Sea. The winners of each national competition will all receive a certificate and a nominal monetary award of 1000 Euros. The nine national winners will serve as the nominees from which the international jury will select one main regional winner – to be the 2014 Regional Baltic Sea Farmer of the Year. The Regional winner will receive a certificate and a monetary award of 10,000 Euros. The competition will therefore produce 9 ‘winners’, or national nominees, who will demonstrate a range of best practices that will be showcased for the entire region as well as highlighted in their national media as their country’s winning farmer.

A conference will be held at the end of the competition inviting the nine winning farmers, plus public and private sector representatives, to discuss ways in which to advance the application of environmentally friendly farming more widely. There all national winners will be celebrated and the regional winner announced.

AWARD CRITERIA

WWF is working with national contacts in each Baltic Sea country to promote this competition and organize national juries. An international jury is also being formed who will then select the top Regional winner of the Baltic Sea Farmer of the Year Award 2014.

National juries will review the applications for the national competitions and decide on the national winner whereas the international jury will decide on the top Regional winner. WWF is accepting applications for the competition from individual farmers, farmers organizations and other interested parties. The criteria for the competition follows:

1. Applicant(s)

It is important that both male and female farmers be nominated. The nominee does not have to be an individual; the nominee can also be a family/farm enterprise where several persons are involved in farming.

2. Geographical criteria

The farmer(s) must operate within the Baltic Sea catchment area.

3. Economical criteria

- a. The competition will be limited to professional farmers – i.e. farmers who derive their income from agricultural production (i.e. animal husbandry and / or plant cultivation).
- b. A wide range of applicants are encouraged to apply – i.e. farms can be small to large scale farms focused on either traditional conventional production or kept organic. Farms with or without animals can apply.

4. Environmental criteria

- a. Nominees must have undertaken concrete measures to reduce nutrient emissions from their farm. Nutrient emissions include both nutrient leaching to water and gaseous losses as ammonia emissions from manure.
- b. Nominees cannot have any problems with fulfilling the minimum legislative environmental standards or have any juridical process ongoing concerning environmental protection, animal welfare, labour protection or other relevant legislation.
- c. The measures undertaken to reduce nutrient emissions should be innovative or even “extraordinary” with reference to national context and standard. The effect of these measures on reducing eutrophication should be able to be demonstrated. This means that the farmer:
 - i. may have invented, tested or practiced his/her own successful measures to reduce nutrient emissions and can demonstrate the benefits of this
 - ii. might be using conventional, well proven measures but applying them in a large scale
 - iii. may be able to measure the effects – or – be somewhat of a pioneer in his/her area for a new technique which is promising but not yet able to be measured.
 - iv. might not fit in perfectly to any of the criteria above but is a good ambassador for applying effective methods to reducing nutrient emissions from their farm.

5. Other

- a. The base criteria for the award focus on measures taken to reduce eutrophication. Other important issues related to farming, while not a priority, will be given additional consideration and appreciated as added benefits in the contest. These can include the following:
 - i. reduction of the use of pesticides,
 - ii. reduction of climate gas emissions or other climate adaption measures
 - iii. measures that facilitate the conservation of biological diversity,
- b. The nominee should be prepared to demonstrate their farm and farming practices to serve as a model to be adopted in other parts of the region.