



European  
Commission

## Communication to stakeholders

### Objectives:

The 'Baltic Sea Farmer of the Year Award' highlights best practices in Baltic-friendly farming and recognises farmers who are leading in innovative measures to reduce run-off from their farms.

### Main organiser

WWF Baltic Ecoregion Programme

### Project partners

Environmental NGOs in Baltic Sea Region

### Contact person:

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### Website:

[http://www.panda.org/what\\_we\\_do/where\\_we\\_work/baltic/solution/agriculture\\_reform/farmer\\_of\\_the\\_year](http://www.panda.org/what_we_do/where_we_work/baltic/solution/agriculture_reform/farmer_of_the_year)

### Countries:

Denmark, Estonia, Finland, Germany, Latvia, Lithuania, Poland, Russian Federation, Sweden

### Target Audience:

Farmers of the entire Baltic Sea Region

### Communication tools:

Press releases, articles, radio and TV programmes in local and national media. Information in national and international news portals. International conferences. National and international award ceremony.

## Baltic Sea Farmer of the Year Award

### What the award jury had to say about the project:

*'Farmers are at the forefront of this Baltic project. The awards recognise and promote "Baltic-friendly" farmers who are leading the way to reduce runoff from their farms into the Baltic Sea. This project has a very good multiplier effect.'*

### Summary of the application

#### What is the project about?

The Baltic Sea is still one of the most threatened seas in the world. Eutrophication or over-fertilization has been identified as the single most important threat to its health and agricultural runoff is the main cause. The 'Baltic Sea Farmer of the Year Award' is a competition intended to inspire farmers in the entire Baltic Sea region to take an active part in combating eutrophication. It was launched in 2009 by WWF in cooperation with the Baltic Farmers Forum for the Environment, and farmers' organisations from around the Baltic Sea. The purpose of the Award is to highlight best practices in "Baltic-friendly" farming and to recognise and promote farmers who are leading in innovative measures to reduce run-off from their farms.

#### How was the project implemented?

The competition is held on a regional level based upon the results of national competitions held in each participating Baltic Sea coastal country. A prize sum of 1 000 euros is given to each national winner and a prize sum of € 10 000 to the regional winner, selected by an international jury. To promote the project, press releases, articles, radio and TV programmes in local and national media are organised. Information is distributed in national and international news portals and the national and regional winners participate in international conferences.

#### Why should it get your vote?

National and regional winners of the 'Baltic Sea Farmer of the Year Award' are not only exemplary farmers, but they also are concerned for the future of the farming profession and its effect on nature in general. They are also full of innovative ideas and continually test different methods in their farming practice. Their activities show their dedicated commitment not only to run their own farms in an environmentally sustainable way, but also to spread their valuable experience amongst the general public and farming colleagues. Not only does this award scheme acknowledge their effort and hard work, it inspires other farmers to follow and learn from their experience.

