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How to operationalise the IAASTD

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Greenpeace's view of IAASTD

- Lots we agree with, some we don't.
- Importantly, it's a good general blueprint for a new style of agriculture, towards sustainable agriculture.
- But,
 - how to make the blueprint a reality?
 - how to change from "business-as-usual"?

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Greenpeace's campaign: a Paradigm Shift for Agriculture...

- **...from Industrial Agriculture to Sustainable Agriculture.**
- **Aims to transform the mindset with which farmers, politicians, the media, the public and the agricultural industry see agriculture.**
- **But how?**

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1) Raise the Issue

- **Increase awareness of IAASTD**
- **Increase awareness of problems associated with industrial practices, e.g. via Greenpeace Actions and Reports**

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2) Change the research agenda

- Research agenda has, in the past, focused on yield (UK and elsewhere).
- Need to change the questions.
 - What are the benefits and drawbacks of different types of agricultural practices?
 - Can the wider benefits be captured?
 - Internalise the environment and resource costs.
- Needs public investment.

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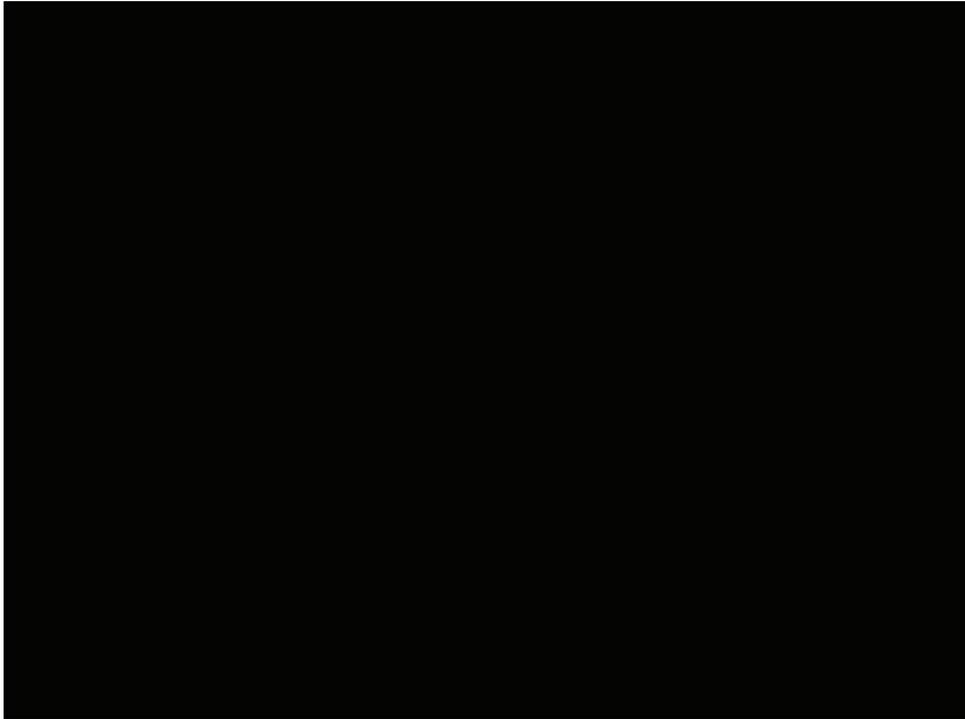
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3) Encourage “good” Government Policies

- Once tangible data are available, can used to:
 - highlight areas of greatest concern
 - set national policies for better ecological practices
 - ensure overseas programmes for agricultural development employ sustainable agricultural practices.

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What is Sustainable Agriculture?

An agricultural enterprise is considered unsustainable if it:

1. Causes greenhouse gases, nutrients and/or trace elements from the Earth's crust to systematically increase in the biosphere; or
2. Causes man-made chemicals such as pesticides and/or veterinary products to systematically increase in the biosphere or causes any release of genetically modified organisms; or
3. Through soil erosion or degradation, deforestation, loss of natural habitat and/or loss of biodiversity, causes a systematic degradation of natural systems; or
4. Undermines the ability of communities or individuals to feed or otherwise support themselves, or to earn a living through productive work.

Based on Karl-Henrik Robèrt (The Natural Step).

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Shocking examples

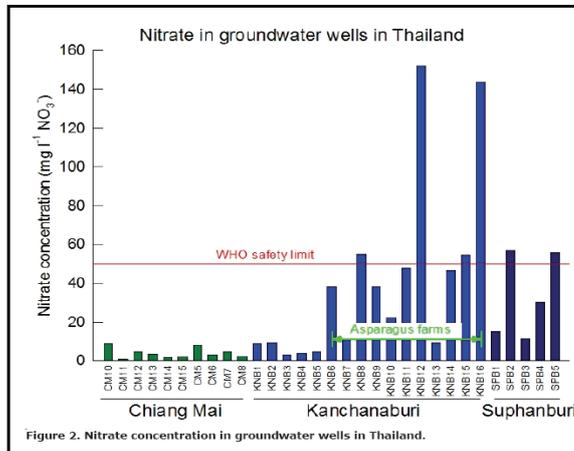


Figure 2. Nitrate concentration in groundwater wells in Thailand.

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