



WHAT'S THE DEAL?

- ❑ **Eutrophication** indicates a disruption of the ecosystem caused by high loads of nutrients. It is evident as. E.g. excessive algal blooms and dead areas of sea bottom.
- ❑ The loads of **nutrients** may be natural background losses from the soil or the result of human activities and losses from agriculture, wastewater, industry and forestry.
- ❑ **85 million people** live in the area around the Baltic Sea. They all affect the water eco-system by living, eating, working and travelling.
- ❑ It will take a long time to **restore** the Baltic Sea to its natural state.
- ❑ Achievements today will be measurable in **30-50 years**, i.e. around 2050.
- ❑ Further **improvements** in agricultural practices can reduce nutrient losses significantly.



VISION

Best Agricultural Practices = Bluer Baltic

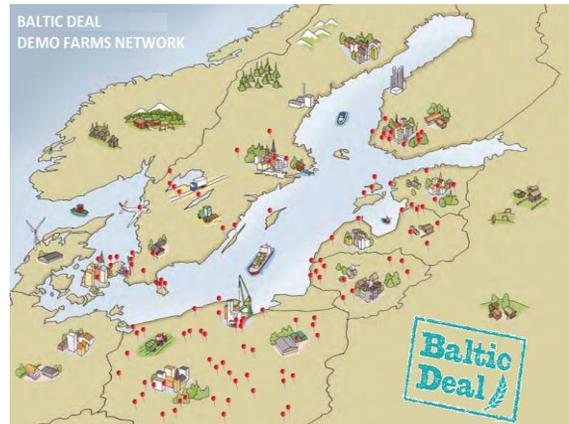
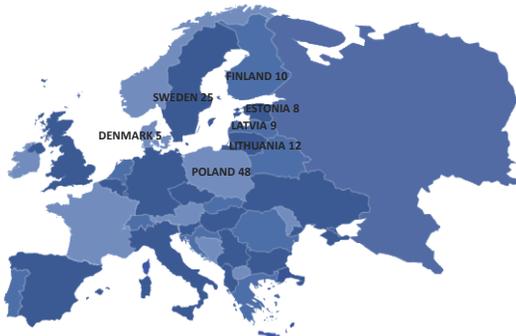


AIM OF THE PROJECT

- ❑ **Supporting** farmers to reduce nutrient losses from their farms, while maintaining high production and competitiveness.



A NETWORK OF OVER 100 DEMO FARMS IN 7 COUNTRIES HAS BEEN SET UP TO DEMONSTRATE COST-EFFICIENT AGRI-ENVIRONMENTAL INVESTMENTS AND MEASURES





WHAT HAVE BEEN ACHIEVED?

Creation of a strong co-operative platform between farmers' organisations and advisory organisations around the Baltic Sea.

Development of a common strategy for the Baltic Sea region to strengthen the agricultural advisory services.

Establishment of a demonstration farm network of more than 100 farms surrounding the Baltic Sea.

Demonstration of cost-effective and sustainable measures for farmers.

A significant increase in the speed of innovation and technology diffusion across national boundaries.

PLANS AHEAD

There are plans for a continuation, first a bridging project and then **Baltic Deal 2.0**, to be submitted to a forthcoming major EU call.

Baltic Deal 2.0 would include **15 partners** and **9 countries**, and a budget of 5–8 million EUR. The project focus would be to develop and strengthen the demonstration farm network and activities as well as strengthen the advisory network. It would include more investments and measures, reinforced nutrient focus and additional water environmental issues of concern.



HOW MUCH – HOW MANY

- 2500 farmers reached
 - 1800 measures and investments made or planned
 - 300 events
 - 300 advisors
 - 117 demonstration farms
 - 50 agri-environmental measures in a toolbox
 - 7 countries: Denmark, Estonia, Finland, Latvia, Lithuania, Poland, Sweden
 - 5 advisory organisations
 - 4 million euros
 - 3 years: 2010–2013
 - 2 farmers' organisations
- 1 MISSION: LESS NUTRIENTS FROM FARMS INTO THE BALTIC SEA**





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