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National Project Manager HIR Skåne A collaborative project for happier pollinators

Idéa

Remove farmers' obsticles

- Make seed available
- Create time when it doesn't exist
- Make sure that it is possible to seed in the surfaces required

Resources

- We have contacts with farmers
- We are involved in the decision-making process around EFA
- We have knowledge and resources regarding maps and project management

Partners

- Together we can help each other.
- Farmers
- Food companies
- Provincial government
- Contractors
- Hushållningssällskapen





Success

- More than 800 farmers 2022
 - Started 2019 with 70 farmers in Scania and 1 partner
 - 2022 we are 800 farmers and 40 Partners in all of Sweden
- 2000 ha of flowering edge zones and Fallows
 - First year about 70 ha
 - Approximately 1000 ha is sawn every year From Ystad in south to the very north of sweden.





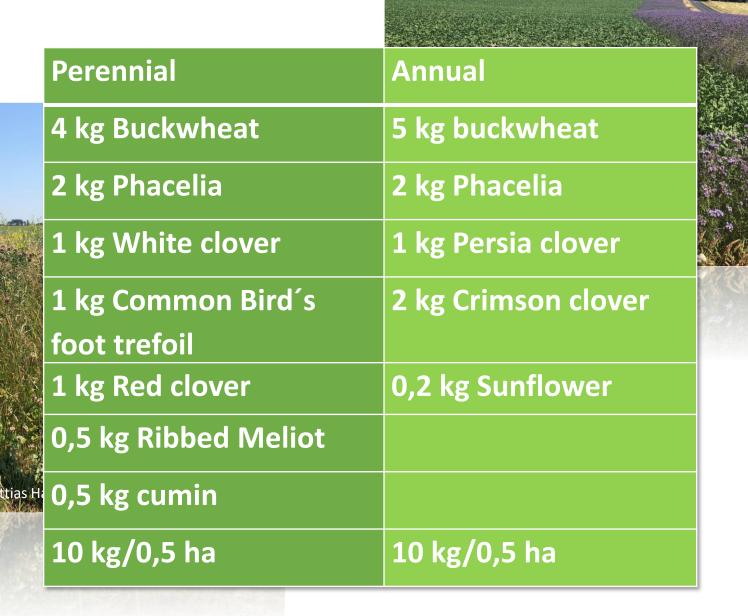
Proud Farmers

- The participating farmers are proud.
- We have reached all sizes of agriculture
- They have sown anywhere from a few hundred meters to up to 20 ha.
- We always highlight the farmers when we talk to the media!



Seed mixtures

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Flowering Field Edges - Annual

- Goals
 - Good Weed control
 - Long flowering
 - Diversity in flowers
 - Winter feed for birds
 - Attractive for People





Flowering Field Edges - Perennial









Sowing with Contractors



- Efficient use of seed
- All seed is sown
- The correct width of the seeding machine
- Free up time for the farmer
- Great innovation at the contractors!

Partners!

- 40 Partners (Food companies, County Administrative Boards and Municipalities) have made it possible to distribute seed for free
- Together we have made a platform for marketing
- Everyone is passionate about the project
- Fun to work with

















































































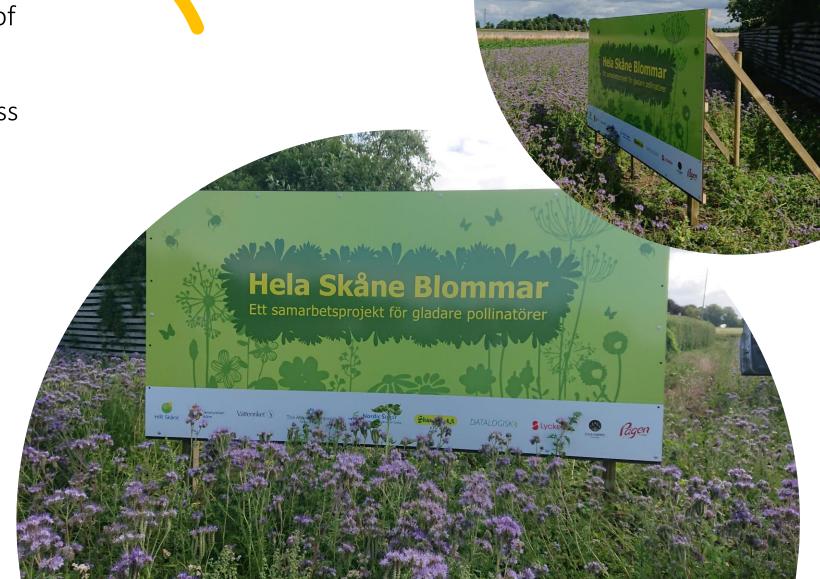


Marketing with small signs

Marketing

A few Big Signs where a lot of people is passing by

also in Social media and Press







éduit, l'un annuel (phain, trèfle de Perse, trèfle utre pérenne avec un seacélie dentelée, sarrasin, trèfle blanc, carvi, lotier

is pour attirer différents ars : bourdons et autres ouches, papillons... mais e floraison aussi longue n certaines études, la diitions de bourdons est le en Suède. Encore faut-il férentes espèces de bourte ou longue, qui ont bepes de fleurs pour accé-

ongueur

« Nous voulons faire comprendre au grand public que les agriculteurs se sentent concernés. »

il s'agit aussi de faire co ne sommes pas le prob pouvons contribuer ? breux défis environn

sources alimentaires pov

L'autre piste con florale dans les peut passer tions, à la f tation d



in Social media and Press

Also outside of Sweden!









Success factors

- Easy for farmers to come to decisions
- Voluntary participation, no reprisals in case things go wrong.
- Quick results, clearly visible how it buzzes in the zone.
- Positive peer pressure, "the neighbor is with it I want to be too"
- Positive reactions from the outside world!
- Farmers want to show that they are part of the solution!





What can we learn from the project?

- **Better and more cost-effective results** if farmers are allowed to be involved in the decision-making process!
- Advice and "simple" solutions are more effective than regulations and control
- The Farmers want to be involved and take responsibility if they are given freedom of action.
- **That** you need to think through how to most effectively achieve your goals and not be afraid to try a different path than the "usual"!

Effective flower surfaces

Cultivation advices and experiences





Placement in crop rotation!

One-year zones are best placed:

- Next to competive weak crops and crops with a long lying time:
 - Sugar beet
 - Onion
 - Potato
 - Mm.

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One-year zones are avoided before:

- Autumn rape, autumn rye
 - where the Phacelia, in particular, outcompetes the crop in the emerging phase.



Location in The Landscape!

 One-year zones most often along fields. And follows the crop rotation, for example around the potato fields.

 Perennial zones – Added to reinforce or supplement existing biotopes. For example, watercourses, stone fences, field edges, etc..

 Perennial zones can advantageously be placed in large fields to create feeding places, rest areas and nesting places for pollinators such as Bumblebees, which cannot fly too long distances.









Establishment!



Good establishment

Key factors for a successful outcome

- Careful tillage associated with sowing.
- Rapid germination and emergence
 - Good soil moisture
 - Good temperature
- Protective crop that competes with the weeds
 - In our case, Phacelia and Buckwheat have worked very well!

Width of establishment

• Remember to choose an establishment width that you can take care of! Especially when establishing multi-year zones.

Maintenance

• Important to decide on:

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- The goal of the Zones
 - Pollinators FLOWERING
 - Harvest (preferably) or trim the flowers at the end of July after flowering.
 - Lets down light to the herbs and benefits the flowers.
 - Game, Birds Winter shelters, nesting facilities, feeding grounds.
 - Let at least some of the vegetation stand out over the winter. - Winter shelter
 - Leave some of the vegetation in the spring Nesting sites
 - Trim some in autumn/spring to benefit the flowers and provide a lower vegetation that can provide insects and drying surfaces for chickens.
- Keep in mind that seed can self-sow and become weeds!
 - One-year zones trim down before yielding seed.

