



*Skåne*

# Hela Sverige Blommar

Ett samarbetsprojekt för gladare pollinatörer

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HIR Skåne

A collaborative project for  
happier pollinators

# Idéa

- Remove farmers' obstacles
  - 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



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# 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 sown every year From Ystad in south to the very north of Sweden.



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Foto: Mattias Hammarstedt

Foto: Mattias Hammarstedt



# 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!



Staffan Holm  
Lantbrukare Österlen

lite av varje och det tycker jag är viktigt och  
det är bra för oss alla.



# Seed mixtures

## Perennial

4 kg Buckwheat

2 kg Phacelia

1 kg White clover

1 kg Common Bird's  
foot trefoil

1 kg Red clover

0,5 kg Ribbed Melilot

0,5 kg cumin

10 kg/0,5 ha

## Annual

5 kg buckwheat

2 kg Phacelia

1 kg Persia clover

2 kg Crimson clover

0,2 kg Sunflower

10 kg/0,5 ha



Foto: Mattias Hammarstedt



Foto: Mattias Hammarstedt



# Flowering Field Edges - Annual

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



Foto: Mattias Hammarstedt



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# Flowering Field Edges - Perennial

Year 1



Foto: Mattias Hammarstedt

Year 2



Foto: Petter Haldén

Year 3



Foto: Petter Haldén



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## Sowing with Contractors



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- 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



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# Marketing

in Social media and Press

Also outside of Sweden!

édult, l'un annuel (pha-  
in, trèfle de Perse, trèfle  
utre pérenne avec un se-  
acélie 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 di-  
tions de bourdons est le  
i en Suède. Encore faut-il  
férentes espèces de bour-  
te ou longue, qui ont be-  
pes de fleurs pour accé-

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

MATTIAS HAMMARSTEDT

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

**DU SORGHO EN C'**  
L'autre piste con  
florale dans les  
peut passer  
tions, à la  
tation d  
les C'  
a:

AGE  
ne longueur



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# 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!







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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



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# Placement in crop rotation!

- **One-year zones are best placed:**

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

- **One-year zones are avoided before:**

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



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# 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.



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Foto: Mattias Hammarstedt



Foto: Mattias Hammarstedt





Foto: Mattias Hammarstedt

# Establishment!



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## 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:
  - 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.



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Foto: Iladens Kennel



Foto: Sandra Lindström