

MultiTrust

Multicriteria assessment and communication
of the effects of organic food systems
– an Organic RDD project

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Overview

- Presentation of the MultiTrust project
- What can the project be used for?
- What we have planned to do
- Three key challenges of multicriteria assessment
- International cooperation

Presentation of the MultiTrust project: Multicriteria assessment and communication of the effects of organic food systems

- An Organic RDD project, 2011-2013, ~ 2 million \$
 - Funded by the Green Growth Programme under the Danish Ministry of Food
- Background and goal
- Partners and international partners
- A transdisciplinary challenge!

Project background

The possibilities for growth of organic agriculture depends on it being a credible and attractive alternative, that continues to develop in a careful and considerate way.

However, it can be very difficult to determine whether a specific development is positive or negative, overall.

Comparisons between organic and conventional agriculture are often made on single or few criteria, that are chosen from a mainstream point of view.

There is no tailored framework for making overall assessments of the effects of agriculture and food systems from the organic point of view.

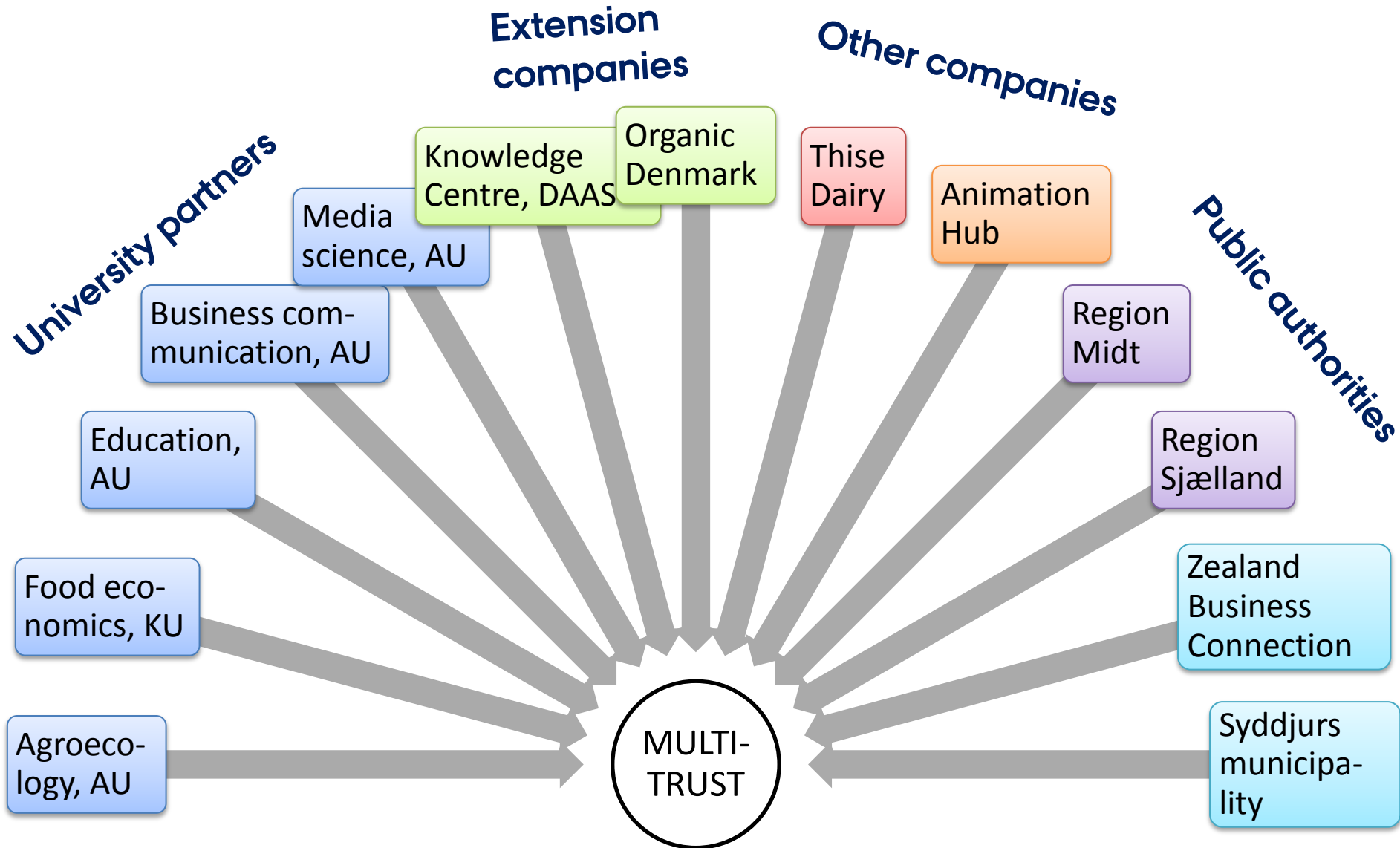
Project goal

The goal is to develop tools for overall, multicriteria assessments that can support an integrated development of organic production in relation to the organic principles and societal goals.

We expect such tools can:

- help organic actors document and communicate the effects of organic agriculture on society and nature,
- contribute to an open and credible communication,
- and thereby underpin the long term growth of organic agriculture

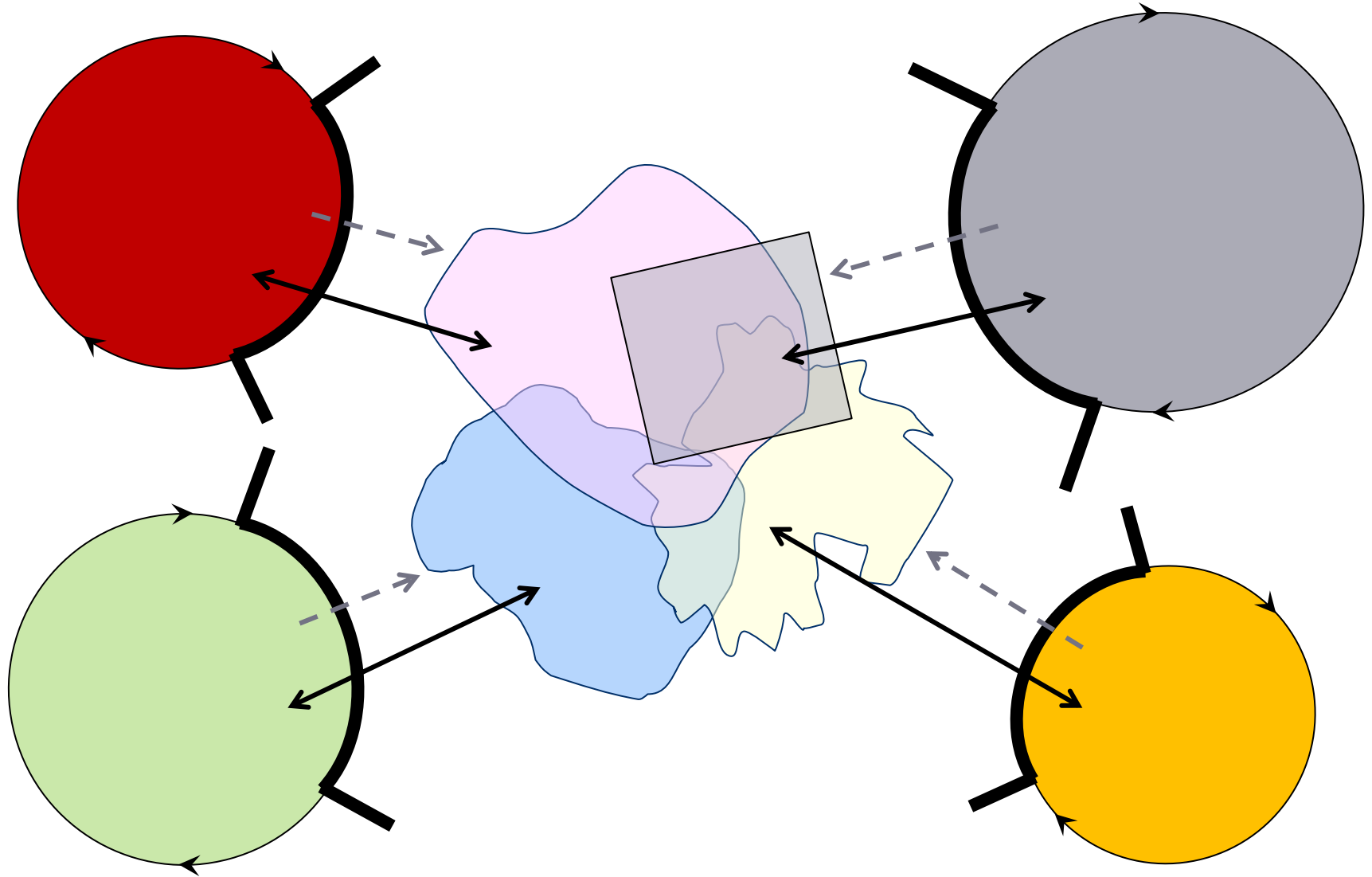
Project partners



International partners

Institution	Contact person
Forschungsinstitut für Biologischen Landbau (FiBL), Switzerland	Christian Schader
Bioland Beratung, Germany	Jan Plagge
IFOAM Head Office	Markus Arbenz
Norwegian Agricultural Economics Research Institute (NILF)	Karen Refsgaard
Department of Sustainable Agricultural Systems, University of Natural Resources and Applied Life Sciences (BOKU), Austria	Bernhard Freyer
Centre for the Study of Agriculture, Food and Environment (CSAFE), University of Otago, New Zealand	Henrik Moller
Centre for Agriculture and Environment, CLM research and advice Plc, The Netherlands	Emiel Elferink
International Centre for Integrated assessment and Sustainable development (ICIS), Maastricht University, The Netherlands	Annemarie van Zeijl-Rozema
College of Medical, Veterinary and Life Sciences, Univ. of Glasgow	Jacqui Reilly

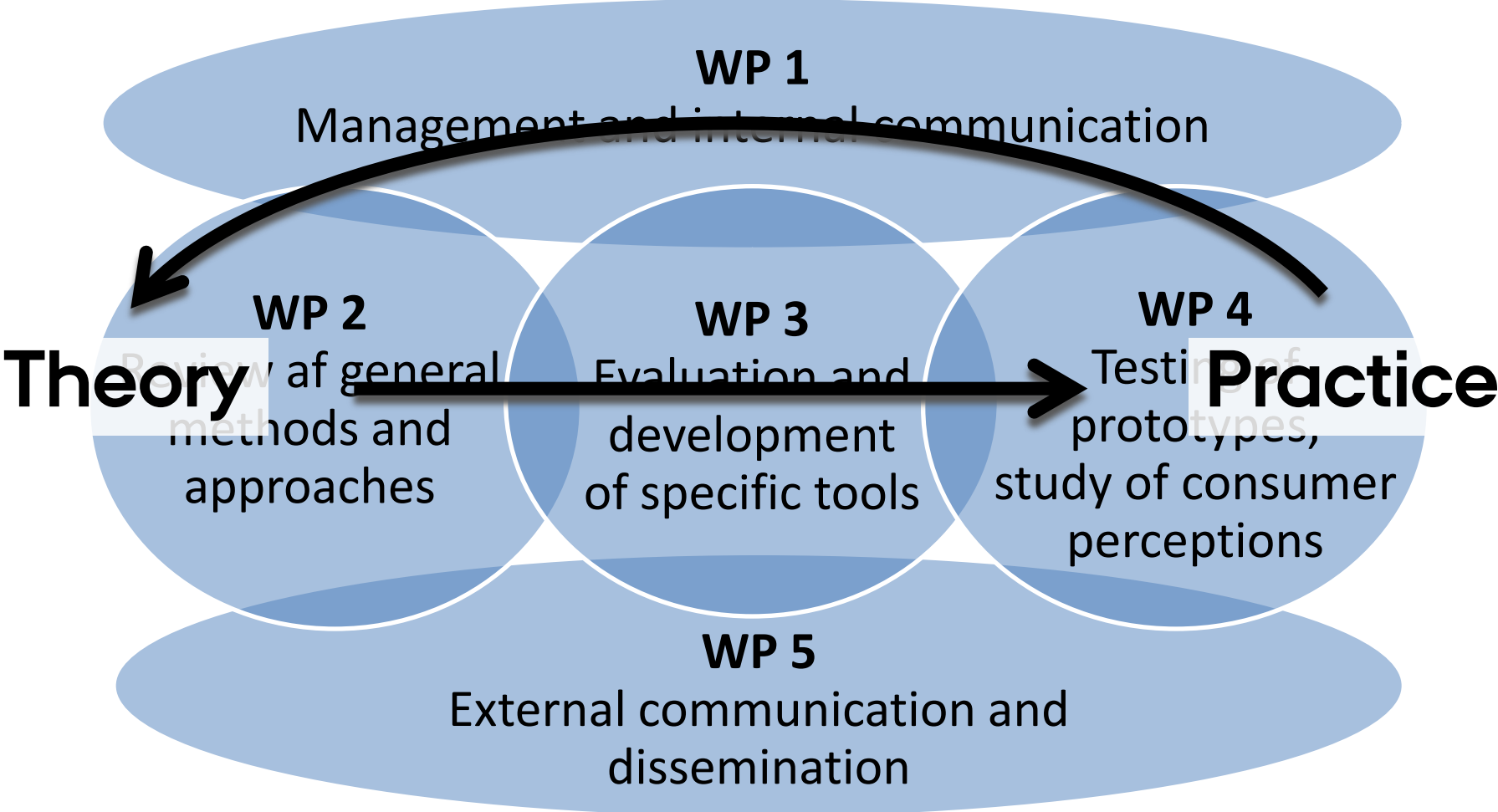
A transdisciplinary challenge !
→ a multiperspectivist approach



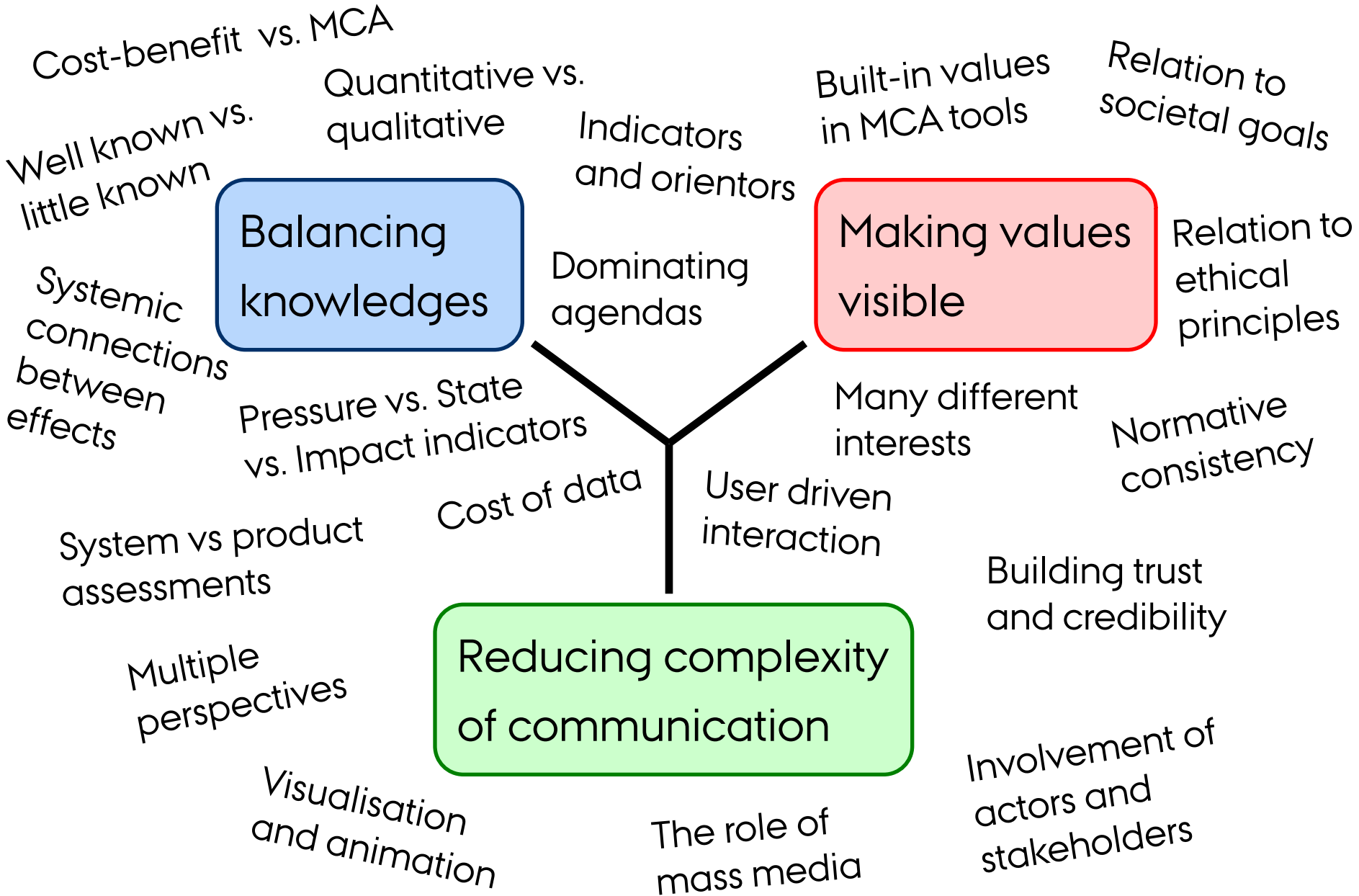
Who can use the project results, and how?

1. Organic actors developing their systems in relation to:
 - principles, societal goals, and own goals
 - new technologies and practices
 - supply and market chains
2. Public authorities planning for:
 - environmental protection and renewal of resources
 - rural development, jobs, value creation
 - public health and diet
3. Politicians and other decision makers in:
 - deciding the role of organic agriculture in policy and business
 - prioritising research, education and other support functions
4. Consumers in their buying choices?
 - (this is disputed – one brand vs. more informed choices)

Overview of activities in MultiTrust



Three key challenges of multicriteria assessment (MCA)



International cooperation

- The organic principles is the result of a world-wide international cooperation in IFOAM.
 - They set a “multicriteria” course for the development of organic agriculture
 - but we need tools to follow such a course
- Internationally, there are many initiatives and ideas that are relevant to this work,
 - but no consensus on how to approach the task of ‘overall assessments’
- Therefore we work towards more international cooperation:
 - collaborating with our international partners
 - working to establish an international network on multicriteria assessment of organic agriculture
 - organizing a workshop on the IFSA 2012 conference

Hopefully we will see you at the IFSA 2012
conference in Aarhus, Denmark, 1-4 July

That's all Folks!

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