AdvisoryNetPest EU project on IPM

Mark Ramsden

ADAS Crop Protection

25/11/2026





AdvisoryNetPEST

Topic: HORIZON-CL6-2023-GOVERNANCE-01-21

Type of Action: HORIZON-CSA

5 years: 2nd Jan 2024 – 31st Dec 2028

Project Coordination: Dina Lopes & Luís Mira

Project Management: Beatriz Cardoso & Francisca Viveiros



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Objectives

Network and upgrade advisory services across the EU to increase the **sharing of knowledge** and the **adoption of innovative solutions** to **reduce the use and risks of pesticides in all EU MSs**, enabling the agricultural sector to achieve the targets proposed by the Farm to Fork Strategy.

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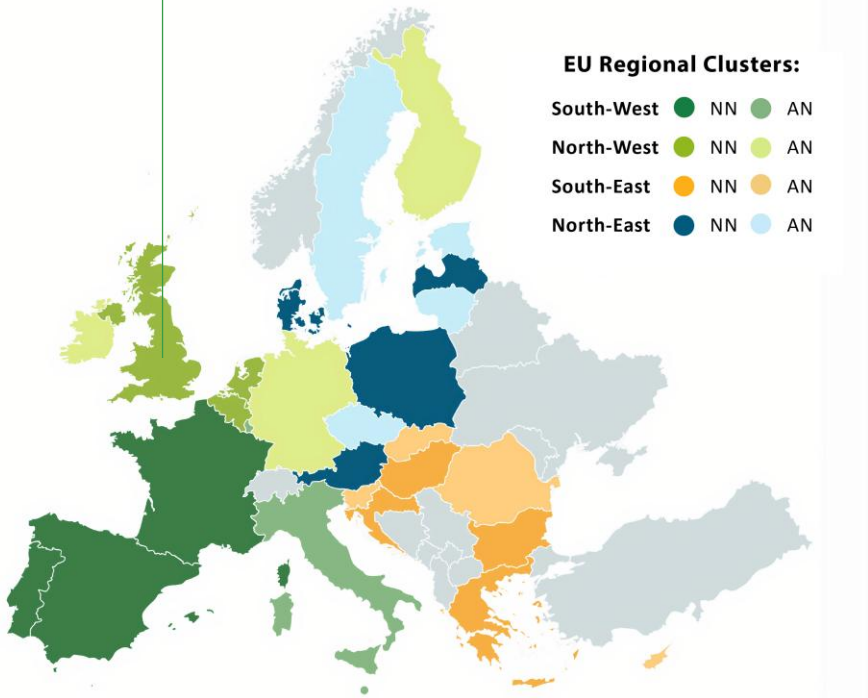
Objectives

- **Developing an EU network of advisors** to reduce the use and risks of pesticides
- **Exchanging knowledge and training advisors** to promote the adoption of the NAs by farmers
- **Linking the network with other projects, initiatives, and policy makers**, and provide **policy recommendations**
- **Scaling up the NAs**, fostering the adoption of innovative solutions by farmers.

Twining Countries	
National Network	Associated Network
Portugal	Malta
Spain	Italy
France	Luxembourg
Belgium	Germany
The Netherlands	Finland
United Kingdom	Ireland
Greece	Cyprus
Bulgaria	Romania
Croatia	Slovenia
Hungary	Slovakia
Austria	Czechia
Poland	Lithuania
Latvia	Estonia
Denmark	Sweden



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Crop Sectors

Clusters	Country	Crop Sectors			
		Arabel Field Crops	Horticulture, Soft Fruits and Ornamental	Orchards	Vineyards
South-west	Portugal		X		X
	Spain	X	X		X
	France	X	X		X
North-west	Belgium	X	X		
	The Netherlands	X	X		
	United Kingdom	X	X		
South-east	Croatia	X			X
	Greece		X		X
	Bulgaria		X	X	
	Hungary	X		X	
North-east	Austria	X		X	
	Poland	X	X	X	
	Latvia	X		X	
	Denmark	X	X		

The AdvisoryNetPEST project covers:

- **All relevant Crop Sectors** (Arable, Vineyards, Orchards, and Horticulture, soft fruits and ornamental)

Each National Network will **select 1 Novel Approach** per **year** & **crop sector**

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Novel Approach

Definition of a novel approach in the project

Exemples of types of NAs possible : technological process, new product, farm organisation, precision farming



Something entirely new
Experimental

Never tested in farms

Reduce the use and/ or
the risks of pesticides

Has been tested in a
few farms at least

Widely used in the
country or the crop sector

No impact on reduction of
pesticides proved

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Scale-up of the Novel Approaches

Cross visits

EU Level



Farm demonstration & Training events

National Level



Validation of the Novel Approaches

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Scale-up of the Novel Approaches

Cross visits



2025 – 2027

- **42 cross visits** in total
- **1 cross visit** per **country and year**
- Participants: **advisors** from **National and Associated Networks**
- Organised by the National Networks (14 countries)

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Scale-up of the Novel Approaches

Farm demonstration & Training events



2026 – 2028

- **93 events** in total
- **2/3 events** per **National Network** and **year**
- **1 event** per **Associated Network** and **year**
- Organised by the National & Associated Networks

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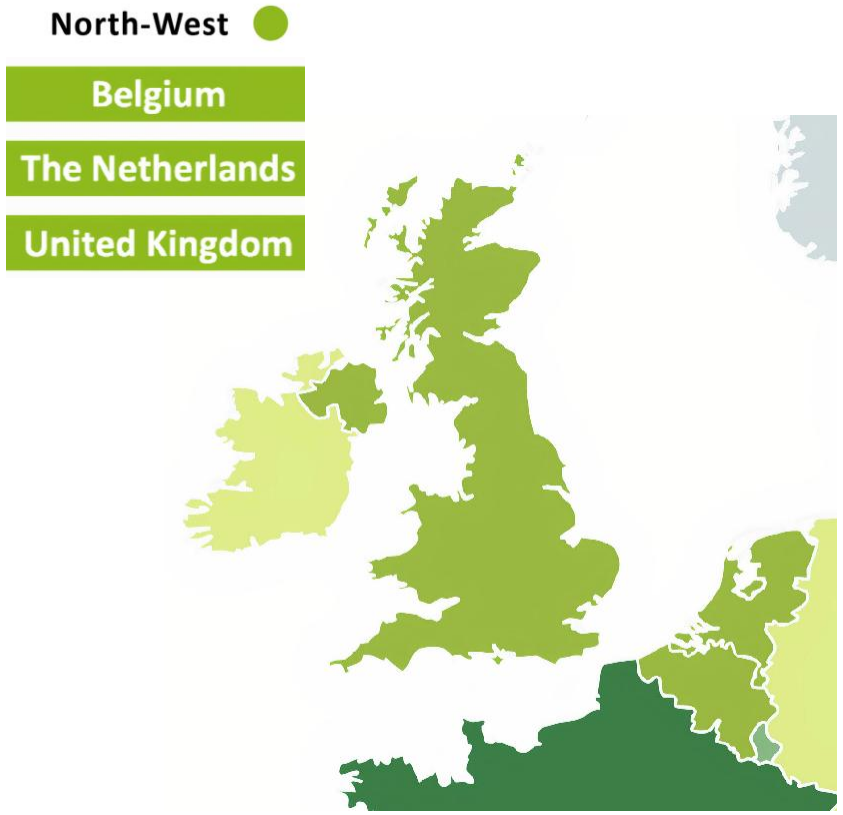
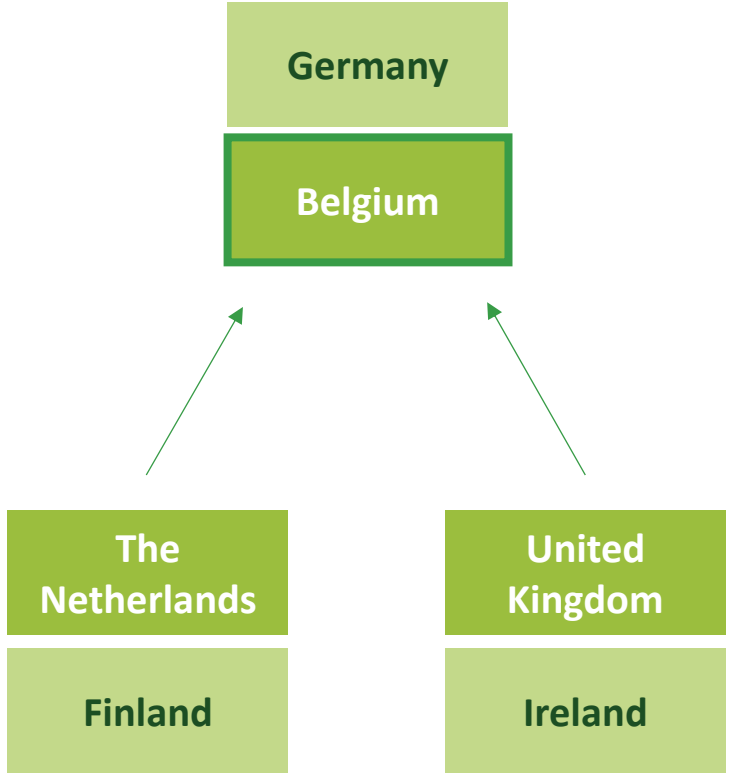
Scale-up of the Novel Approaches

Cross visits



EU Regional Cluster Level





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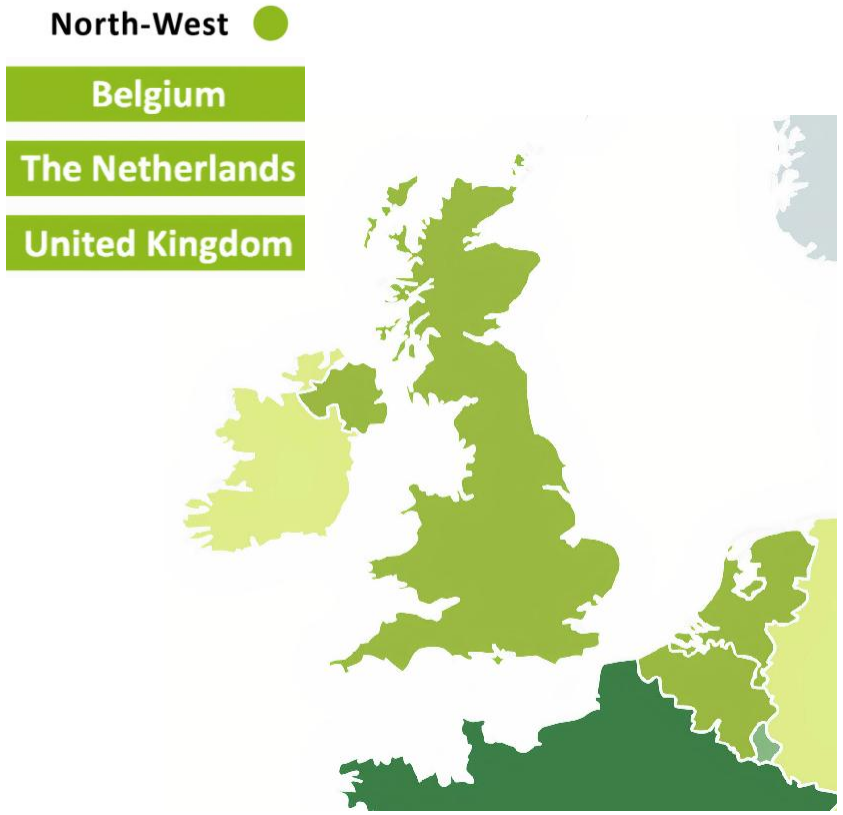
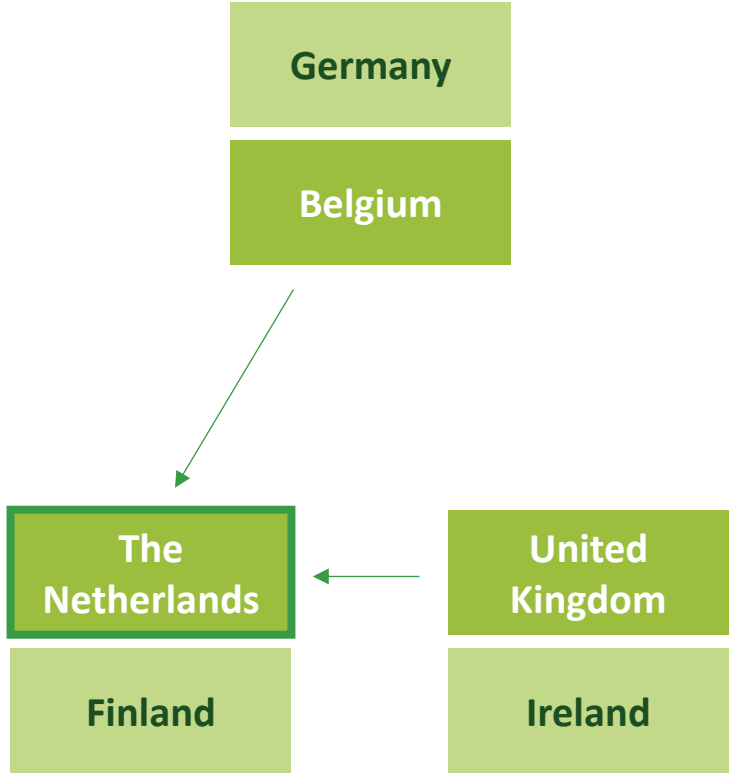
Scale-up of the Novel Approaches

Cross visits



EU Regional Cluster Level





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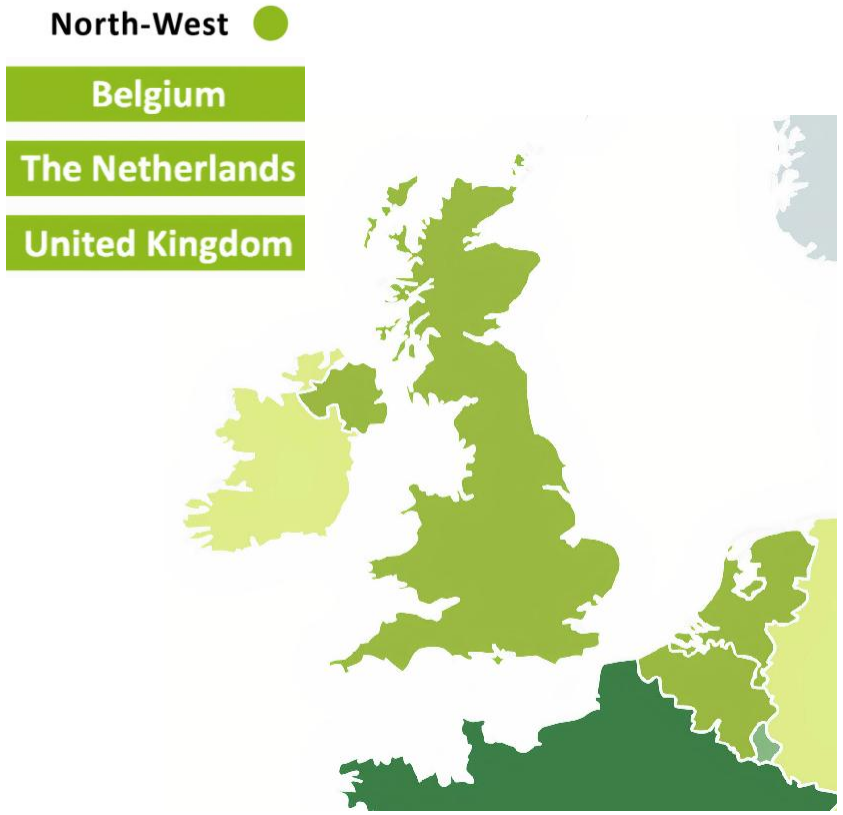
Scale-up of the Novel Approaches

Cross visits



EU Regional Cluster Level



Germany

Belgium

The Netherlands → United Kingdom

Finland

Ireland

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The AdvisoryNetPEST network advantages

Integration into a European network of technical advisors specialising in reducing the use and risks of pesticides

Participation in farm demonstration and training events focussed on new approaches to be developed



Participation in **field visits in EU countries**

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AKIS

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AKIS: Agricultural Knowledge and Information Systems

An EU framework connecting people, organizations, and institutions that generate, share, and apply knowledge for agriculture, forestry, and rural areas.

EU Member States include dedicated AKIS strategies in their CAP Strategic Plans to strengthen links between research, advisors, and everyday farming practice.



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ModernAKIS:

Improving AKIS actors' capacities to leverage individual, organizational and systemic resources needed for the transformation towards more coherent, effective, and efficient AKIS systems and the transition to a more sustainable management and use of natural resources in farming and forestry.

ATTRACTISS:

Empowering innovation support services as a pathway for a more sustainable agriculture & forestry sector.



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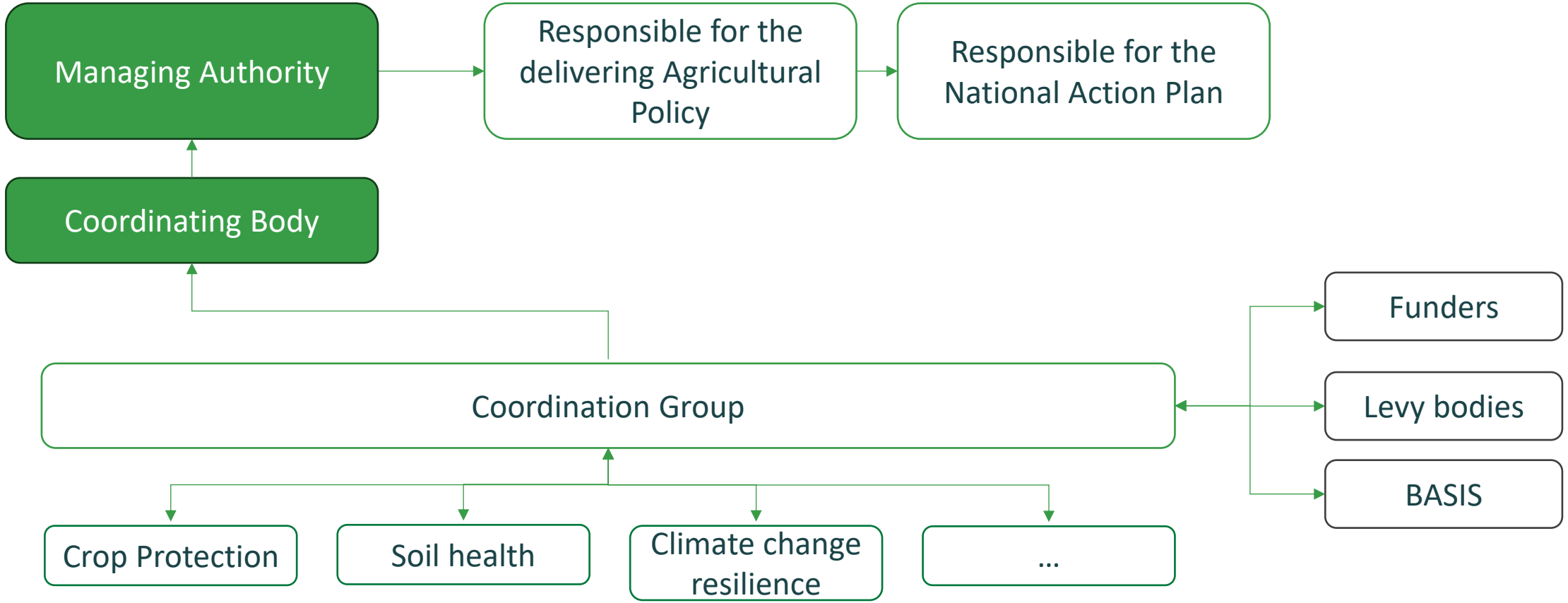

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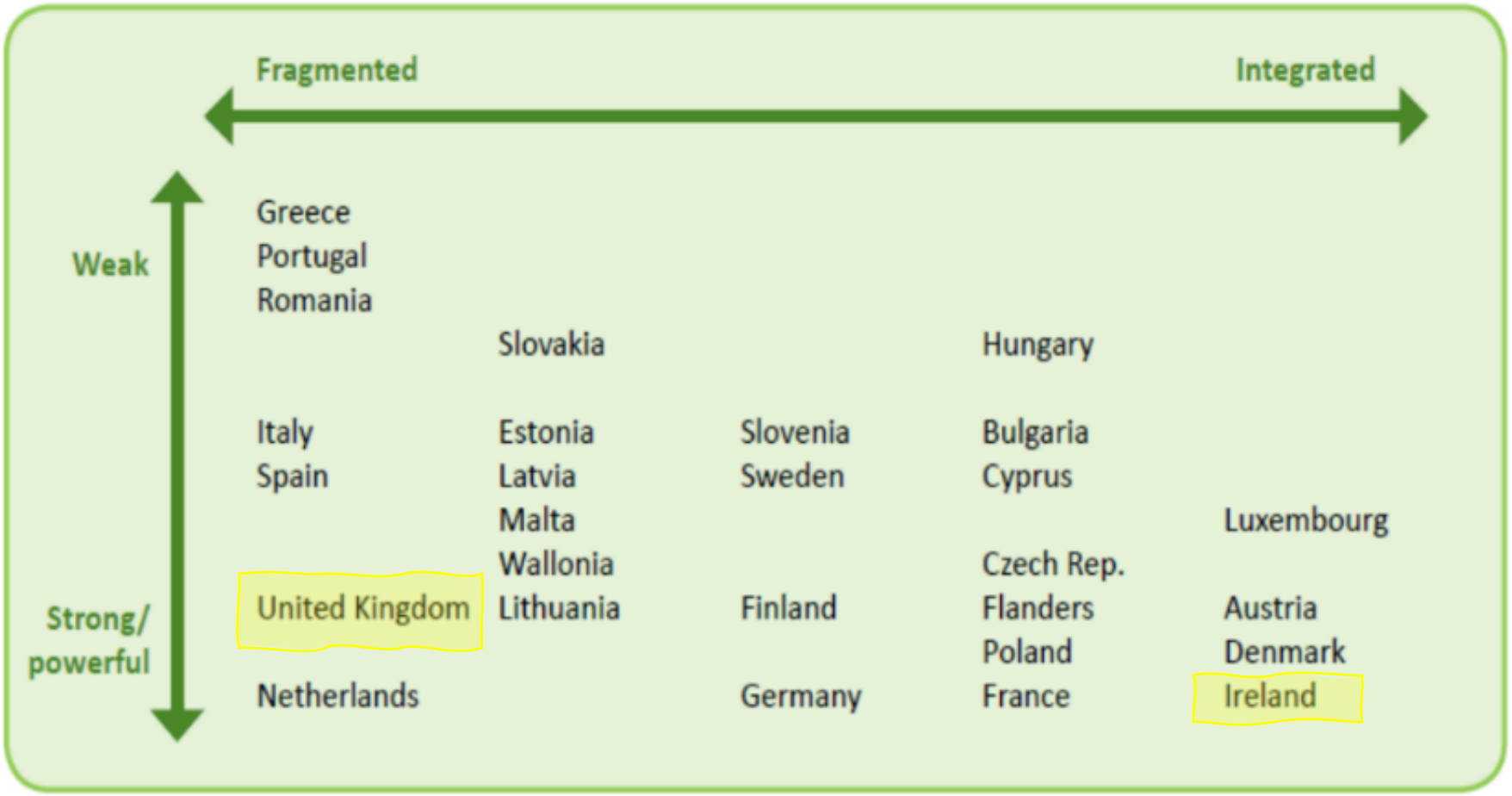

FIGURE 2 OVERVIEW OF SELECTED EU COUNTRY AKIS SYSTEMS
ProAKIS Report (2015)

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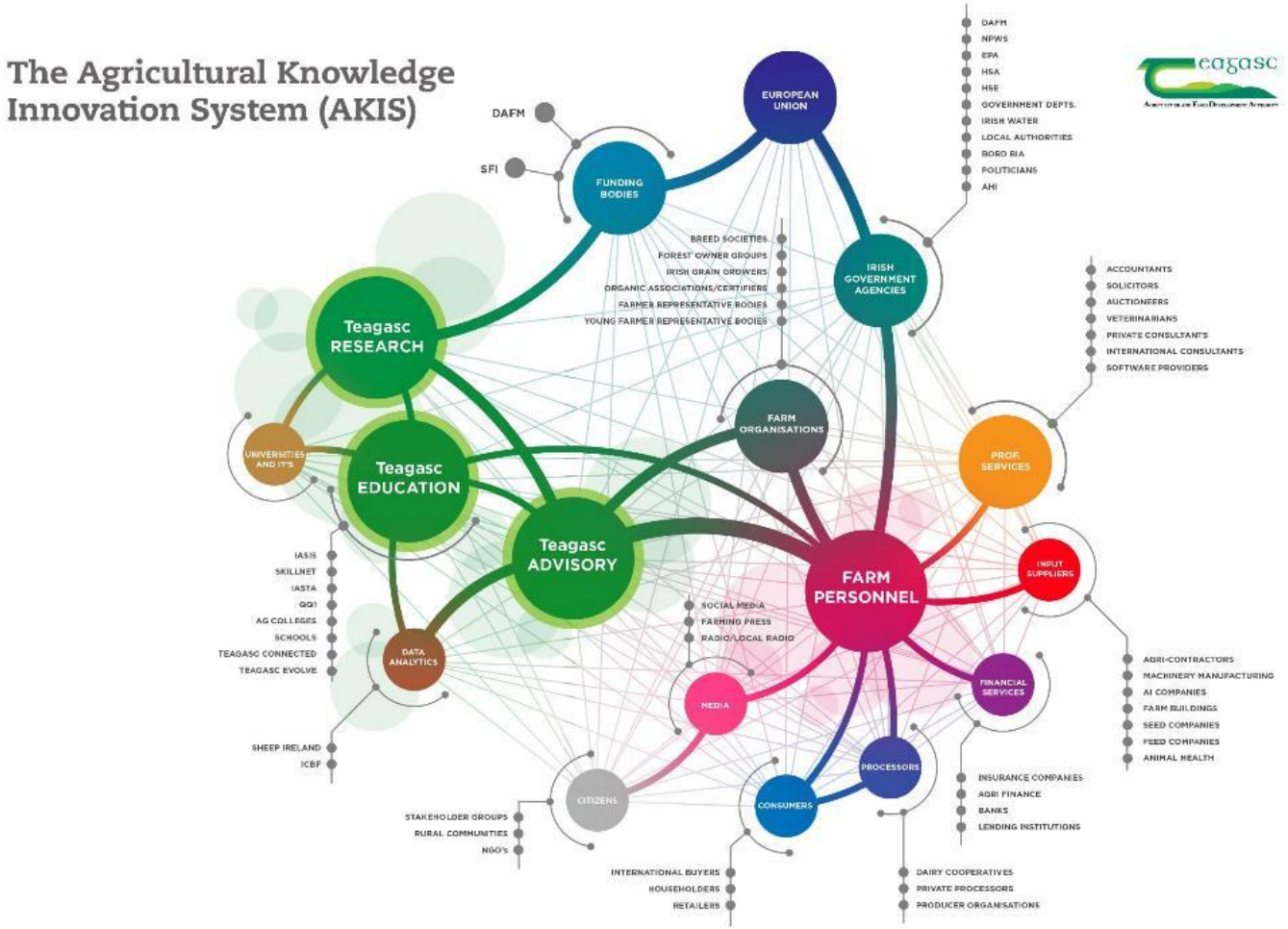
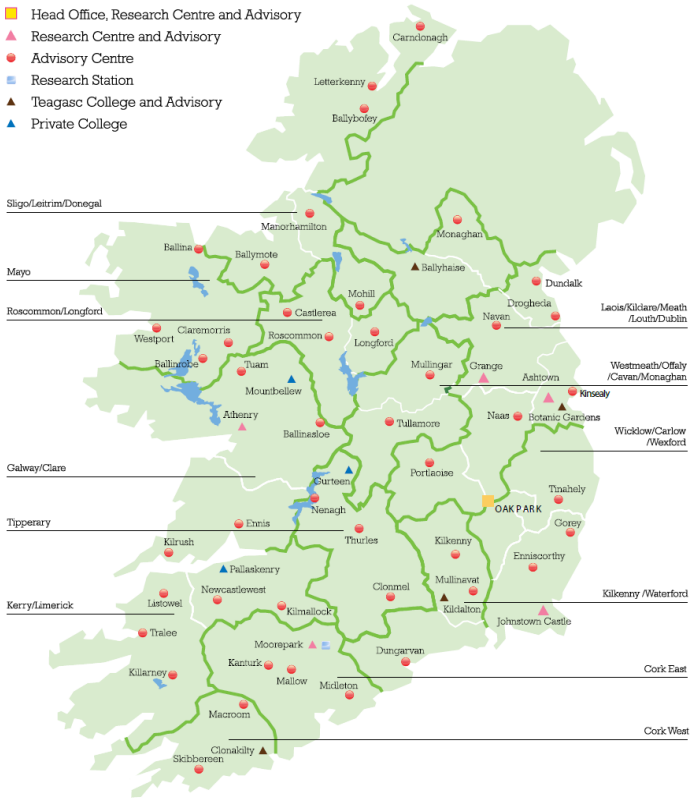


Teagasc Offices & Centres



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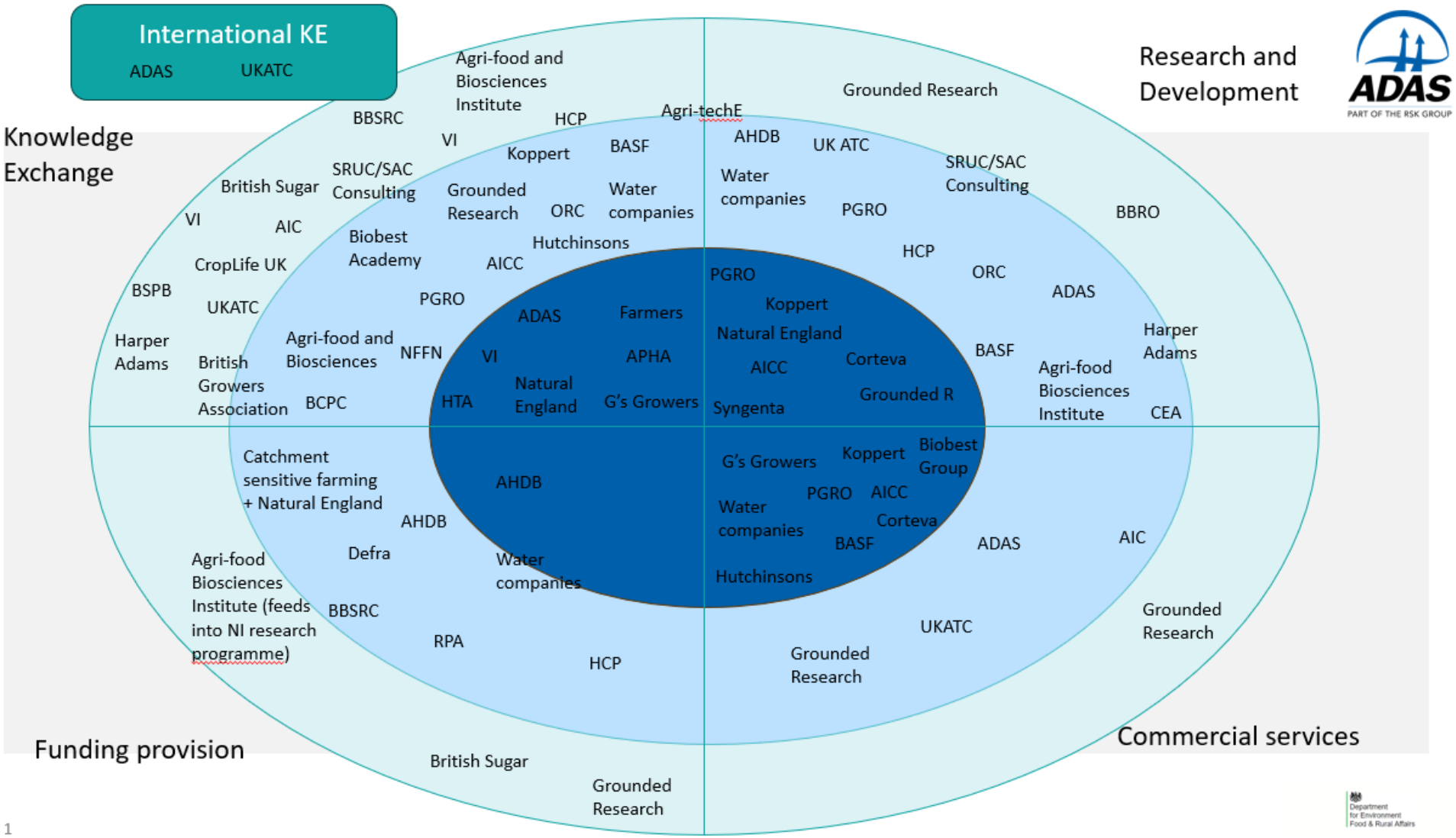
AKIS: Agricultural Knowledge and Information Systems



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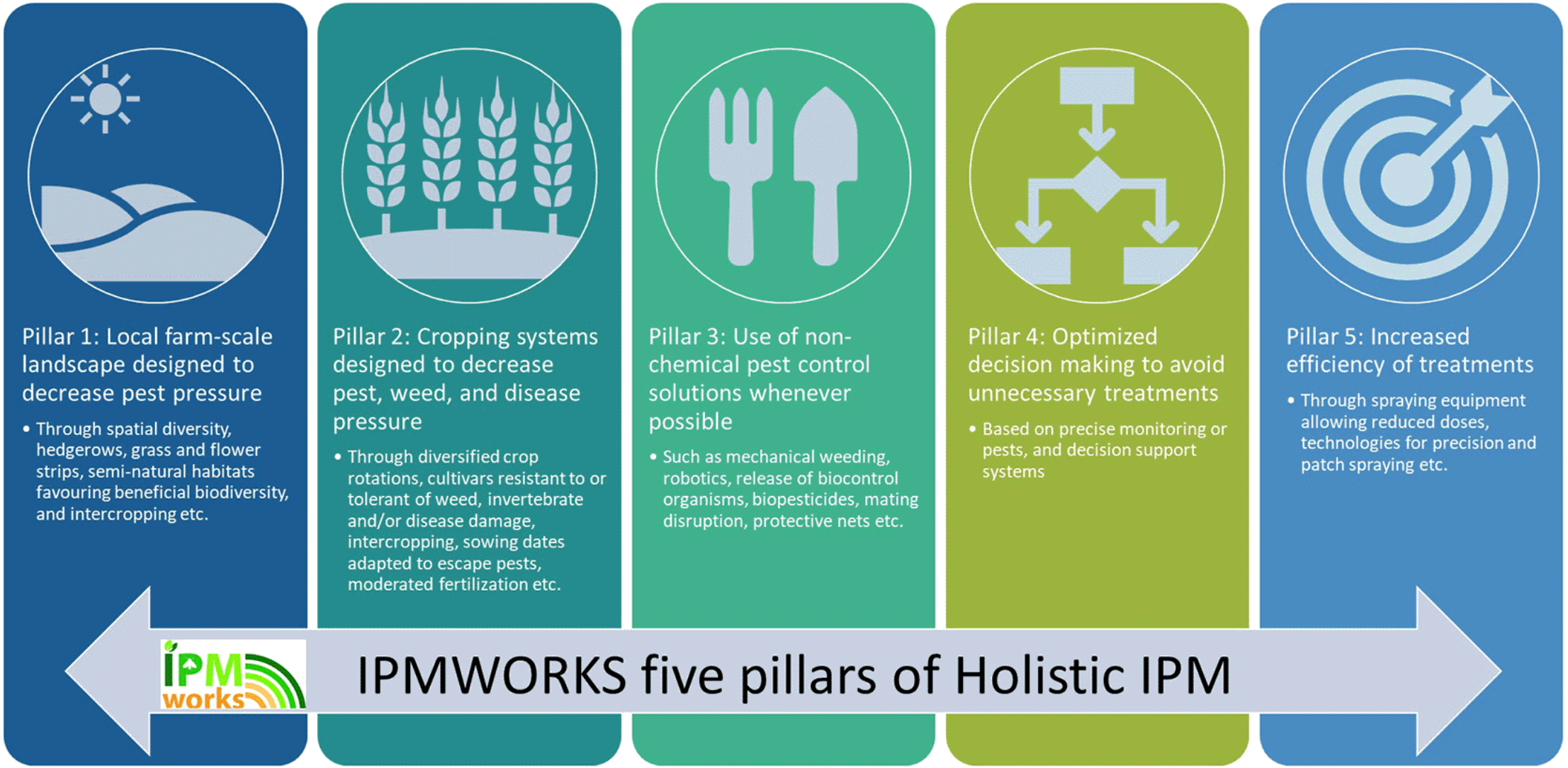
Holistic IPM



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IPM works

GA 101000339

Novel Approaches selected

Overview of cycle 1&2

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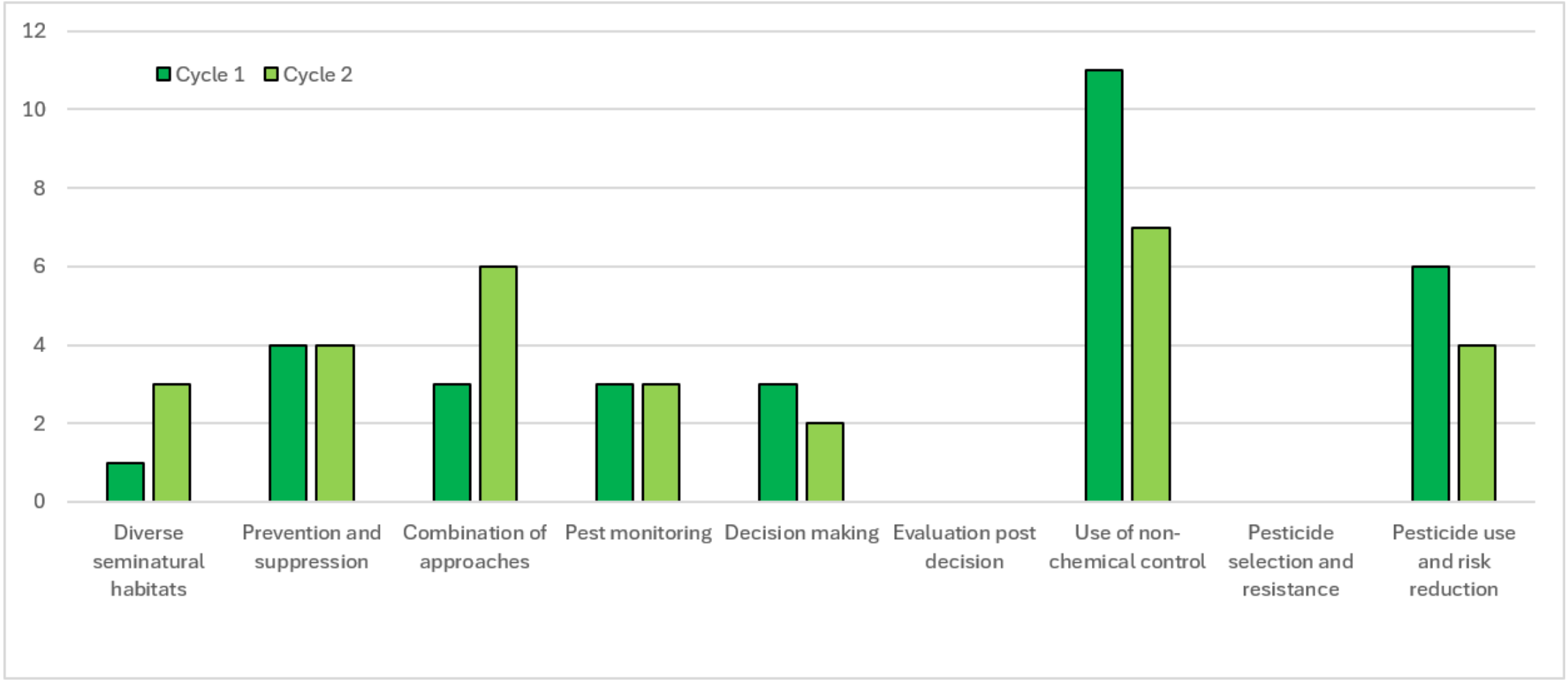
NAs selected | Overview of cycle 1 & 2



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Arable selection overview

Country	Organization	Novel Approach tittle	Sub-type of Novel Approach	Knowledge exchange program
Austria	Landwirtschaftskammer Niederösterreich	Offline Spot Spraying	Pesticide use and risk reduction	Cross visit
Belgium	inagro	Correct use of tolerant/resistant varieties	Prevention and suppression	Online Workshop
Croatia	SEASN	Targeted and effective protection against weeds and diseases	Pesticide use and risk reduction	Cross visit
Denmark	SEGES Innovation	Monitoring network for advisers regarding incidence of diseases and pests	Pest monitoring	Cross visit
France	Chambre d'agriculture de région Bretagne	Diagnostic of transfer risk of pesticides on agricultural plot	Pesticide use and risk reduction	Online Workshop
Hungary	AKI	Bio seed treatment for the prevention of Common Wheat Bunt.	Use of non-chemical control	Online Workshop
Latvia	LLKC (Latvian Rural Consulting and Education Centre)	Regenerative agricultural system	Use of non-chemical control	Cross visit
The Netherlands	Bayer	Decision Support System- DSS on phytophthora	Decision making	Online Workshop
Poland	MODR Karniowice	BIO KILLER - mechanical removal	Use of non-chemical control	Online Workshop
Spain	INTIA	Regional rust monitoring and early warning system	Pest monitoring	Online Workshop
UK	ADAS	IPM Decision Support Systems	Decision making	Cross visit

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Vegetable selection overview

Country	Name of your organization	Provide a name of the Novel Approach you have chosen	Sub types	Knowledge exchange program
Bulgaria	National Agricultural Advisory Service - regional offce Plovdiv	Using ecological spray solution and bioagents against tomato moth (Tuta absoluta)	Use of non-chemical control	Cross visit
Greece	GAIA EPICHEREIN	Active Ingredient Detector (AcID)	Pesticide use and risk reduction	Online Workshop
Portugal	CAMPOTEC and COTHN	Strengthening biodiversity through the implementation of strips and/or rotation	Prevention and suppression	Cross visit
Spain	INTIA	Mating disruption for Gortyna xanthenes (artichoke)	Use of non-chemical control	Cross visit
UK	ADAS	Alyssum companion plants for improved thrips control in strawberry and vegetables production	Diverse semi-natural habitats	Online Workshop

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Soft fruits selection overview

Country	Name of your organization	Provide a name of the Novel Approach you have chosen	Sub types	Knowledge exchange program
Belgium	INAGRO	Use of UV-radiation to kill powdery mildew in strawberries and cucumber	Use of non-chemical control	Cross visit
Poland	AGROEKOTON Association	Sustainable berries production	Decision making	Cross visit
Denmark	Seges/ Hortiadvice	Better mildew and grey mould control in open field strawberry using warning systems	Pest monitoring	Online Workshop

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Ornamental selection overview

Country	Name of your organization	Provide a name of the Novel Approach you have chosen	Types of NAs	Knowledge exchange program
France	ASTREDHOR EST	Reduce the use of pesticides to control thrips and sciarids, using the auxiliaries *Dalotia coriaria*	Use of non-chemical control	Online Workshop
Netherlands	LLTB Belangenbehartiging	Holistic approach or systems thinking – soil fertility empowerment	Cropping systems	Cross visit

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Vineyard selection overview

Country	Name of your organization	Provide a name of the Novel Approach you have chosen	Types of NAs	Knowledge exchange program
Croatia	SEASN	Ecological/Biodynamic Viticulture	Cropping systems	Cross visit
France	Chambre départementale de l'Aude	Release trichogramma to fight cyptobables and how to use beetles and chrysops to fight coccoidea	Use of non-chemical control	Cross visit
Greece	GAIA EPICHEIREIN	BIO CRIMSON program - personalized vine protection program based on biostimulants	Use of non-chemical control	Cross visit
Portugal	CropLife Portugal	Close transfer system (CTS) to reduce risks of pesticides	Efficiency of treatment	Online Workshop
Spain	INTIA	Use of cover crop to control vigor	Cropping systems	Online Workshop

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Orchards selection overview

Country	Name of your organization	Provide a name of the Novel Approach you have chosen	Sub types	Knowledge exchange program
Austria	Landwirtschaftskammer Steiermark	Attract and Kill Strategy against Drosophila suzukii	Use of non-chemical control	Online Workshop
Bulgaria	National Agricultural Advisory Service - regional office Asenovgrad	Control of Capnodis tenebrionis and Perotis lugubris using the entomopathogenic fungus Beauveria bassiana	Use of non-chemical control	Online Workshop
Hungary	AKI	Integrated agroecological management on apple orchards	Combination of levers	Cross visit
Latvia	Latvian rural advisery and training centre	Regenerative agricultural system	Combination of levers	Online Workshop
Poland	MODR Karniowice	CASA (Crop Adapted Spray Applikation)	Pesticide use and risk reduction	Online Workshop

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Arable selection overview

Cluster	Country	Name of your organization	Provide a name of the Novel Approach you have chosen	Sub types	Knowledge exchange program
North-East	Austria	Landwirtschaftskammer Niederösterreich	Control of western corn rootworm with nematodes and alternative cropping systems	Combination of levers	Online Workshop
North-West	Belgium	INAGRO	Combination of levers to control resistant black-grass in winter cereals	Combination of levers	Cross visit
South-East	Croatia	*to be selected*	*to be selected*	*to be selected*	Cross visit
North-East	Denmark	SEGES Innovation	Precision row/band spraying	Pesticide use and risk reduction	Online Workshop
South-West	France	Contrat de solution	Use of a potassium phosphonate-based biocontrol solution against septoria leaf spot	Use of non-chemical control	Online Workshop
South-East	Hungary	AKI	Trapping systems for corn pest management	Use of non-chemical control	Cross visit
North-East	Latvia	LLKC (Latvian Rural Consulting and Education Centre)	Interseeding Red Clover in Cereal Crops	Prevention and suppression	Online Workshop
North-West	The Netherlands	Bayer	Decision support systems to help farmers optimize their applications	Decision making	Cross visit
North-East	Poland	Ribes Technologies Sp. z o.o	Autonomous mobile platform equipped with spraying and vision module.	Pesticide use and risk reduction	Cross visit
South-West	Spain	INTIA	Pest control in maize with spider mite and low sensible varieties	Combination of levers	Online Workshop
North-West	UK	ADAS	Companion cropping in oil seed rape to manage weeds and cabbage stem flea beetle	Diverse semi-natural habitats	Online Workshop

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Vegetable selection overview

Cluster	Country	Name of your organization	Provide a name of the Novel Approach you have chosen	Sub types	Knowledge exchange program
North-West	Belgium	Inagro	Exchanging experiences on the approach to thrips in leeks or nematodes in cabbages with the organic sector	Combination of levers	Online Workshop
South-East	Bulgaria	NAAS- regional office Radnevo	Biofumigation to control soil pathogens and weeds	Use of non-chemical control	Online Workshop
South-East	Greece	Agricultural Research Institute, Ministry Of Agriculture, Rural Development And Environment	Use of beneficial insects in cherry tomato greenhouse productions	Use of non-chemical control	Cross visit
South-West	Portugal	Syngenta	Digital monitoring through smart traps	Pest monitoring	Online Workshop
South-West	Spain	INTIA	Use of biofumigation and/or solarization to reduce fusarium oxysporum.	Use of non-chemical control	Online Workshop
North-West	UK	G's Growers	Moveable plants, which promote beneficial insects	Diverse semi-natural habitats	Cross visit

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Soft fruit selection overview

Cluster	Country	Name of your organization	Provide a name of the Novel Approach you have chosen	Sub types	Knowledge exchange program
North-East	Poland	Agro Smart Lab	Agro ECA protect biostimulant	Use of non-chemical control	Online Workshop
North-East	Denmark	Hortiadvice	Better capcid control in strawberry by using push and pull strategies.	Diverse semi-natural habitats	Cross visit

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Ornamental selection overview

Cluster	Country	Name of your organization	Provide a name of the Novel Approach you have chosen	Sub types	Knowledge exchange program
South-West	France	ASTREDHOR EST	Use of magnesium sulfate to regulate the growth of horticultural plants (tomatoes and flowers)	Use of non-chemical control	Cross visit
North-West	Netherlands		AI powered camera detection of powdery mildew in open-field rose cultivation	Pest monitoring	Online Workshop

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Vineyard selection overview

Cluster	Country	Name of your organization	Provide a name of the Novel Approach you have chosen	Sub types	Knowledge exchange program
South-East	Croatia	*to be selected*	*to be selected*	*to be selected*	Online Workshop
South-West	France	CA34	"Debidouille" : low tech manometer to adjust sprayers	Pesticide use and risk reduction	Online Workshop
South-East	Greece	GAIA EPICHEIREIN	Stafylos - Smart farming guidance in vineyard	Combination of levers	Online Workshop
South-West	Portugal		Sheperding as a strategy to manage vegetation cover.	Prevention and suppression	Cross visit
South-West	Spain	INTIA S.A.	Permanent cover crop for vigor control.	Prevention and suppression	Cross visit

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Orchards selection overview

Cluster	Country	Name of your organization	Provide a name of the Novel Approach you have chosen	Sub types	Knowledge exchange program
North-East	Austria	Landwirtschaftskammer Steiermark	Disease management on fruit trees under photovoltaic roof	Prevention and suppression	Cross visit
South-East	Bulgaria	NAAS - regional office Troyan	Organic farming practices	Combination of levers	Cross visit
South-East	Hungary	scoutlabs	smart digital traps and AI to automatically monitor insect pests on farms.	Pest monitoring	Online Workshop
North-East	Latvia	Latvian rural advisery and training centre	RIMpro DDS in apple orchards	Decision making	Cross visit
North-East	Poland	Malopolska Agricultural Extension Serwis in Karniowice	Standing stand for demonstration of the safe introduction of plant protection products into the sprayer tank	Pesticide use and risk reduction	Online Workshop

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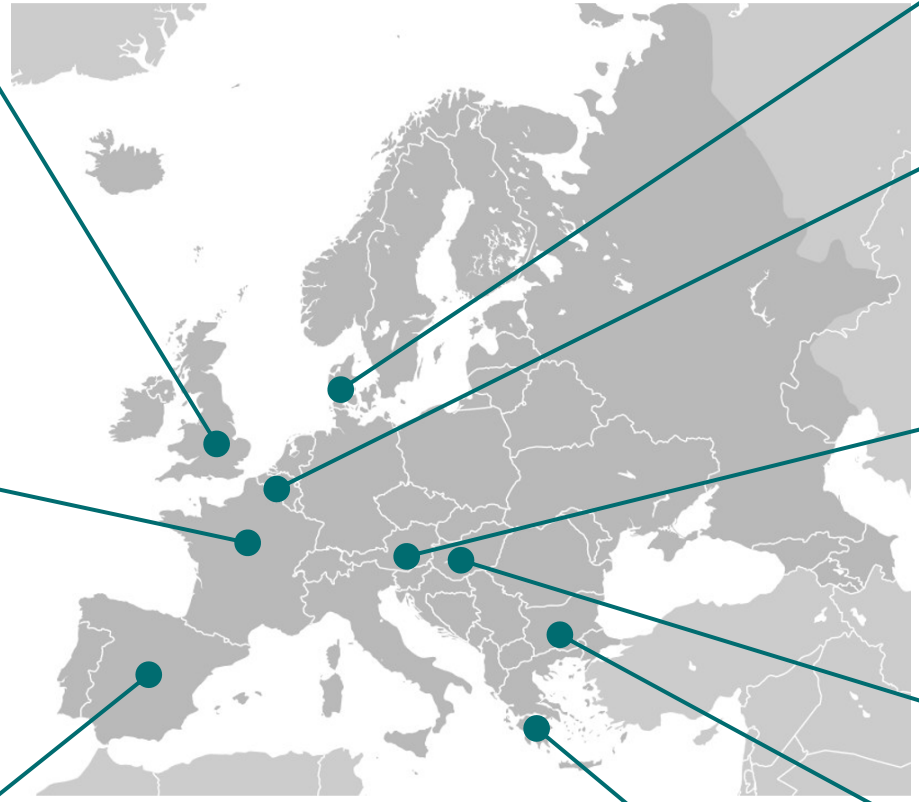
Selected Novel Approaches across Europe

Pests & Beneficials Theme



UNITED KINGDOM

- Alyssum companion plants for improved thrips control in strawberry and vegetables production
- Companion cropping in oil seed rape to manage weeds and cabbage stem flea beetle
- Moveable plants, which promote beneficial insects

DENMARK

- Better capcid control in strawberry by using push and pull strategies

BELGIUM

- Exchanging experiences on the approach to thrips in leeks or nematodes in cabbages with the organic sector

FRANCE

- Reduce the use of pesticides to control thrips and sciarids, using the auxiliaries Dalotia coriaria
- Release trichogramma to fight cyptobables and how to use beetles and chrysops to fight coccoidea

AUSTRIA

- Attract and Kill Strategy against Drosophila suzukii
- Control of western corn rootworm with nematodes and alternative cropping systems

HUNGARY

- Trapping systems for corn pest management

SPAIN

- Mating disruption for Gortyna xanthenes (artichoke)
- Pest control in maize with spider mite and low sensible varieties

GREECE

- Use of beneficial insects in cherry tomato greenhouse productions

BULGARIA

- Control of Capnodis tenebrionis and Perotis lugubris using the entomopathogenic fungus Beauveria bassiana

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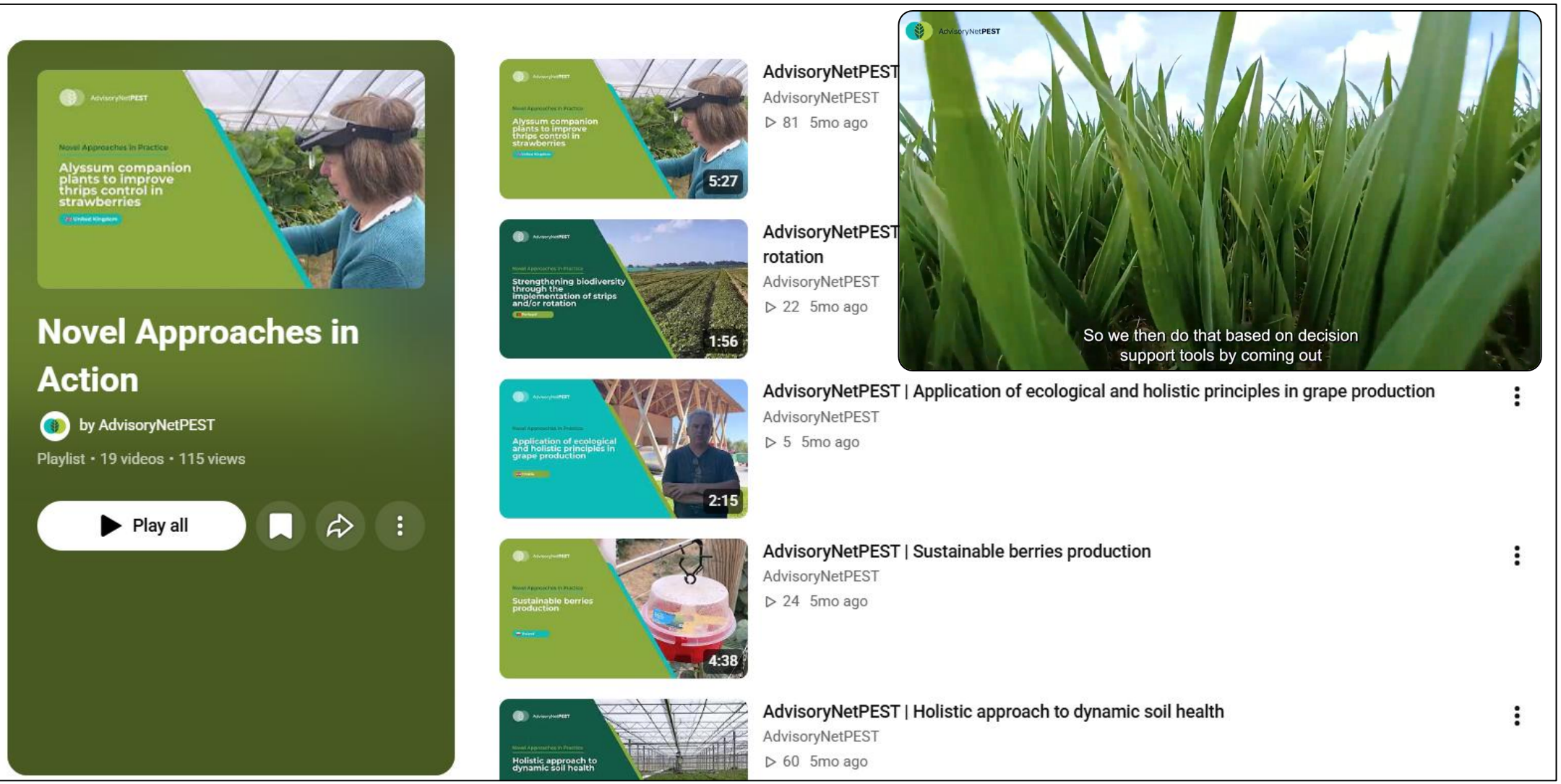
Novel Approaches in Action



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UK Novel Approach Case Study

Variety and DSS for BYDV

CRITERIUM	INDICATOR	INDICATOR SCORE
Pesticide use reduction level	Reduction of the applied volume of pesticides	High reduction (>25%)
Effectiveness of controlling BYDV	Percentage reduction of the target pest/weed infestation or of the damage caused by the target disease	Moderate reduction (30-60%)
Soil quality	Impact on soil compaction	-- / - / **0** / + / ++
Biodiversity	Impact on aquatic organisms	-- / - / 0 / **+** / ++
Water quality	Impact on pesticide losses to surface water (runoff)	-- / - / 0 / + / **++**
Air quality	Impact on pesticide emissions	-- / - / 0 / + / **++**
Energy use	Impact on total energy consumption	-- / - / **0** / + / ++
Working conditions	Knowledge requirements	Moderage training level
	Impact on human health	low risk
	Risk mitigation on operator/employee exposure	low mitigation
Costs	Required level of investment	EUR 10,000 – 50,000
	Impact on variable costs: fuel, energy, labour, water, consumables…	-- / - / 0 / **+** / ++
Outputs	Impact on yields (produced volumes)	+ 20%
Profitability	Impact on quality	-- / - / 0 / **+** / ++

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UK Novel Approach Case Study

Alyssum companion plants for improved thrips control in strawberry

CRITERIUM	INDICATOR	INDICATOR SCORE
Pesticide use reduction level	Reduction of the applied volume of pesticides	moderate reduction (10-25%)
Effectiveness of controlling thrips	Percentage reduction of the target pest/weed infestation or of the damage caused by the target disease	high reduction (>60%)
Biodiversity	Impact on arthropods other than bees	-- / - / 0 / + / **++**
Water quality	Impact on pesticide losses to surface water (runoff)	-- / - / 0 / **+** / ++
Air quality	Impact on pesticide emissions	-- / - / 0 / + / **++**
Working conditions	Impact on working-time	-- / - / 0 / **+** / ++
	Impact on human health	no risk
	Risk mitigation on operator/employee exposure	no mitigation
Costs	Required level of investment	< EUR 10.000
	Impact on variable costs: fuel, energy, labour, water, consumables…	+
Outputs	Impact on yields (produced volumes)	+
Profitability	Impact on profit margin	+

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Bias influencing uptake of novel approaches

1. Protecting against losses
2. Preferring certainty over uncertainty
3. Sticking with what already works
4. Focusing on immediate results
5. Feeling overloaded by information
6. Considering wider impacts beyond profit
7. Wanting to fit with accepted practice
8. Assuming others think like me
9. Following what others are doing
10. Focusing on unlikely risks
11. Comparing against expectations
12. Influenced by how information is presented
13. Valuing familiar assets and practices
14. Avoiding future regret
15. Preferring simple options
16. Being influenced by colleagues' views
17. Being confident in my own judgement
18. Holding onto first impressions

Bias influencing uptake of novel approaches

1. **Protecting against losses**
2. **Preferring certainty over uncertainty**
3. **rea**
4. **te**
5. **y in**
6. **pa**
7. **Wanting to fit with accepted practice**
8. **Assuming others think like me**
9. **Following what others are doing**
10. **Focusing on unlikely risks**
11. **Comparing against expectations**
12. **for**
13. **s a**
14. **t**
15. **ion**
16. **Being influenced by colleagues' views**
17. **Being confident in my own judgement**
18. **Holding onto first impressions**

Descriptive norms	Injunctive norms	Dynamic norms	Personal norms
• What I think other people do	• What I think it expected of me	• How I think things are changing	• What I think I should do

Effective change comes through integration of targeted interventions







Co- Designed with target group

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ForestAgri GREENNUDGE

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What needs to change?

We need to stop looking for silver bullets and start designing integrated systems

We need to focus as much on adoption as innovation

We need to recognise that farmers and advisors adopt and adapt practices, not evidence

We need to measure success more broadly than pesticide reduction

The next step for IPM is not simply developing better technologies. It is becoming better at integrating, communicating and adopting the technologies we already have.

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