



**farming for
generations.**

Who are we?



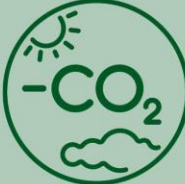




Association of farmers practicing «Integrated Production» founded in 1989,
18'500 Members,
with 10'000 farmers producing for the label



Holistic sustainability – effective and hands-on

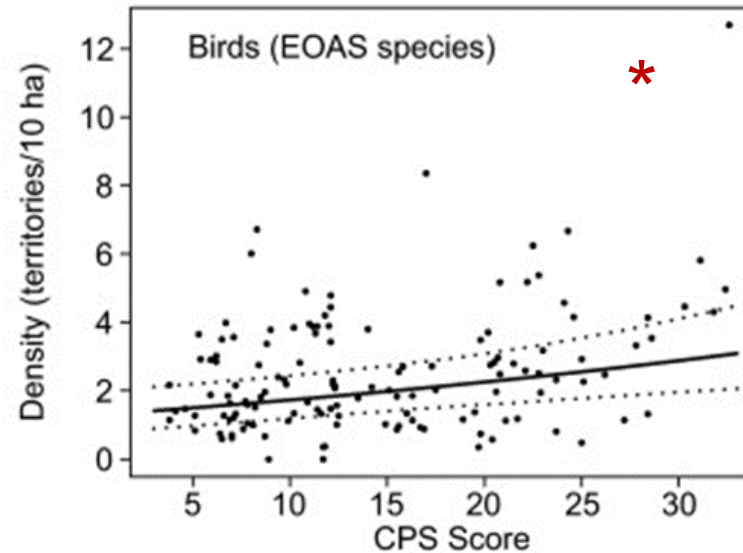
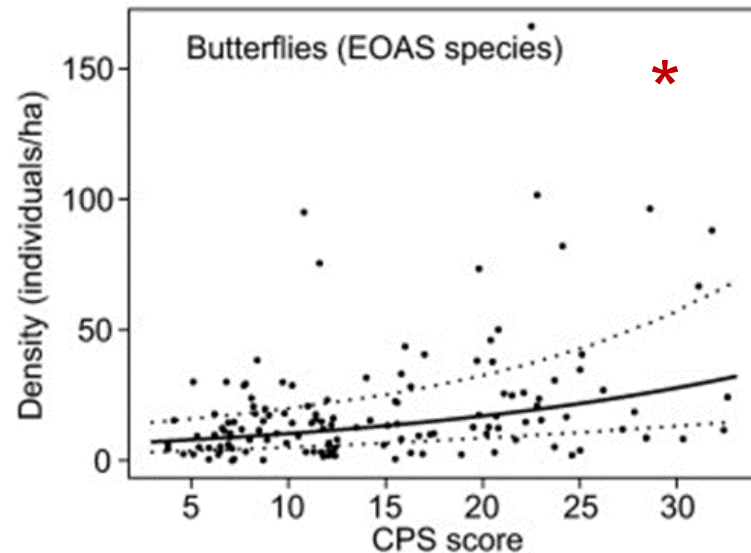
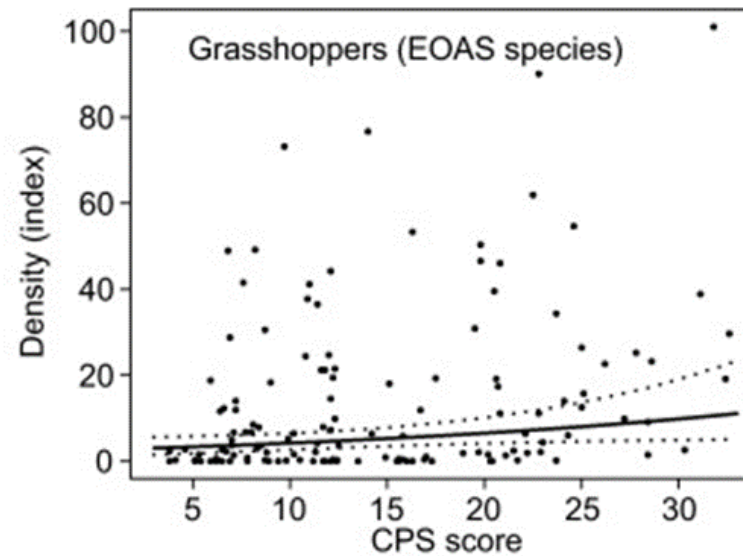
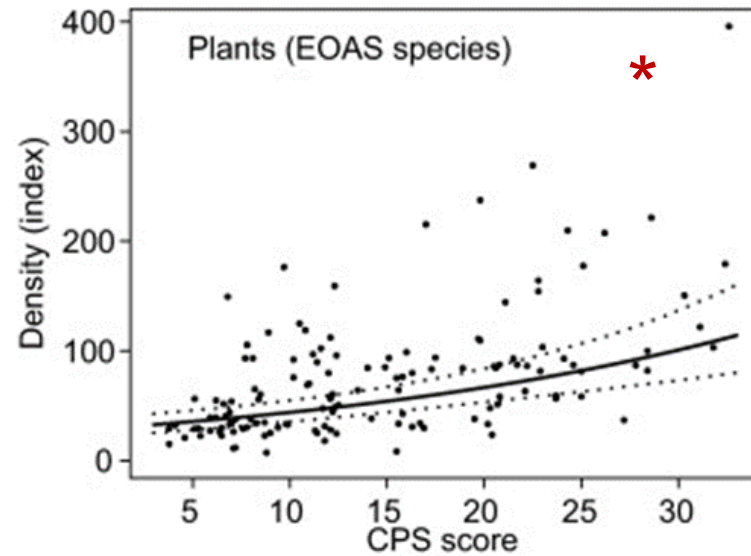


	Requirements	Content	Label
IP-SUISSE Labelproduktion	Label requirements only for the respective crop / animal category	<div>Livestock</div> <div>Crops</div>	
	Label requirements for the entire farm	<div>  <div>Biodiversity</div> </div> <div>  <div>Climate action and protection of resources</div> </div>	
QM / SGA	Basic requirements	<div>Additional basic requirements</div> <div>Ecological performance requirements*</div> <div>Compliance with current legislation</div> <div>* required for federal direct payments</div>	<div>  </div> <div>  </div>

How do we measure Biodiversity?



More points = more biodiversity



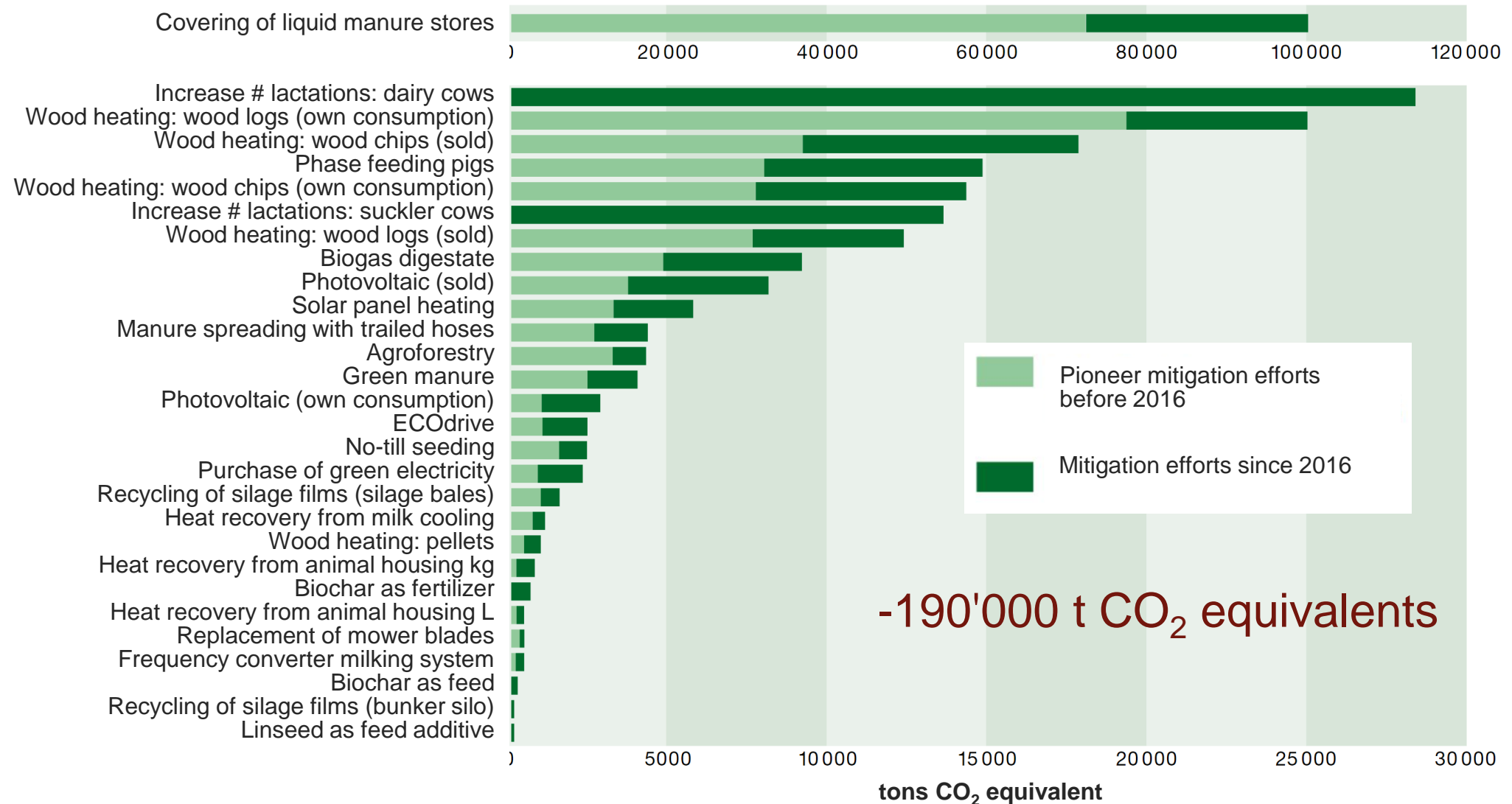
*** Statistically significant!**

S. Birrer et al. / Agriculture, Ecosystems and Environment 197 (2014) 195–203

How do we protect our climate?



First year of monitoring – GHG savings



Integrated Pest Management for all our crops



no high-risk pesticides



pesticides only if
absolutely necessary

decision support
systems

chemical



mechanical and
physical
measures

non-chemical

resilient
varieties



healthy
seeds



promote
beneficial
organisms

preventive



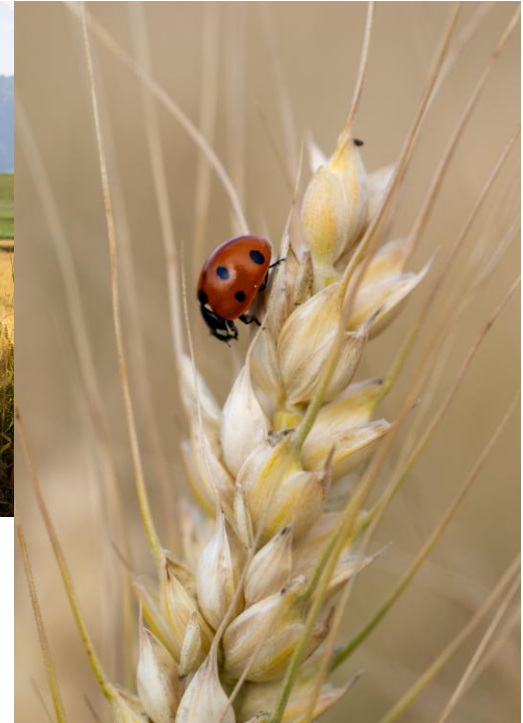
crop rotations

Crop production – IP-SUISSE cereals



25'000 ha of cereals, 5000 farmers

- ~ 25 % of the entire Swiss production
- «IP-SUISSE» without fungicides, insecticides and growth regulators: price premium
- « IP-SUISSE pesticide free» :
higher price for completely pesticide-free wheat
- Only Swiss-bred wheat varieties
- wheat, rye, (old)spelt, oat, durum wheat, old cereal breeds, barley for consumption and beer breweries



IP-SUISSE – our ethics in animal programs



Animals in our programs have...

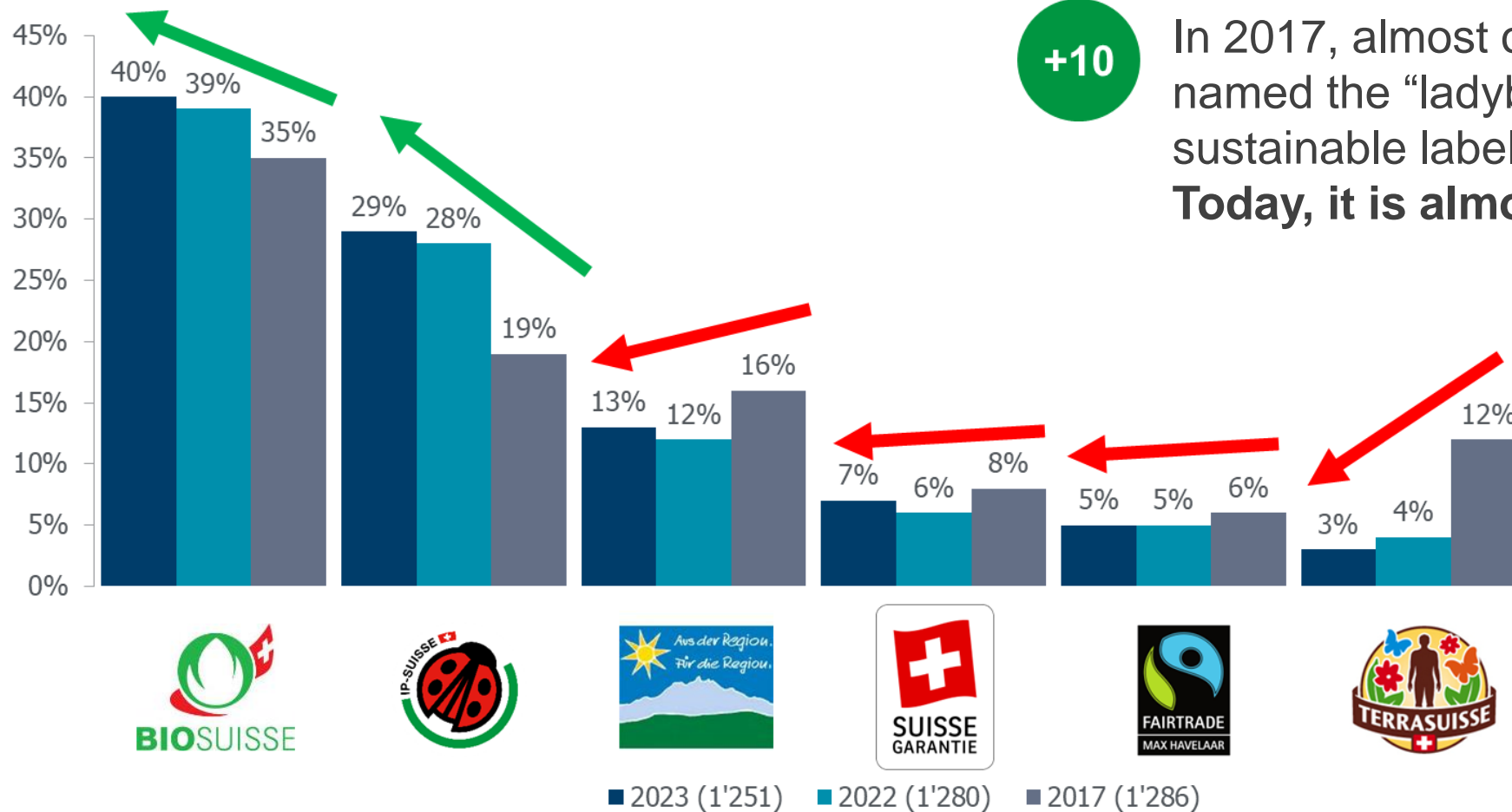
- Proper animal bedding (e.g. with straw)
- additional space
- Access to outdoor areas
- particularly animal-friendly housing
- Milk cows eat predominantly grass ("Meadow-Milk,,)



This increases their **animal well-being**.



How well do consumers recognize our label?



+10

In 2017, almost one in five people named the “ladybird” when asked about sustainable labels.
Today, it is almost every 3rd person.



**Small beetle.
Big impact.**