



Capitalisation of research results  
on the multifunctionality of agriculture and rural areas

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# Can supply and demand for multifunctionality be coordinated?

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*Multagri final seminar*

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# Links between supply and demand

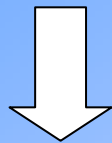
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- 1. Consumer and societal demands (WP 2),**
- 2. Multifunctional activities taken up by farm households and other rural actors (WP 4),**
- 3. Government policies for Multifunctional agriculture and rural areas (MFA) and the creation of markets for multifunctionality (WP 5).**

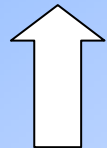
# Relations between issues

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**Consumer and societal demand (WP 2)**

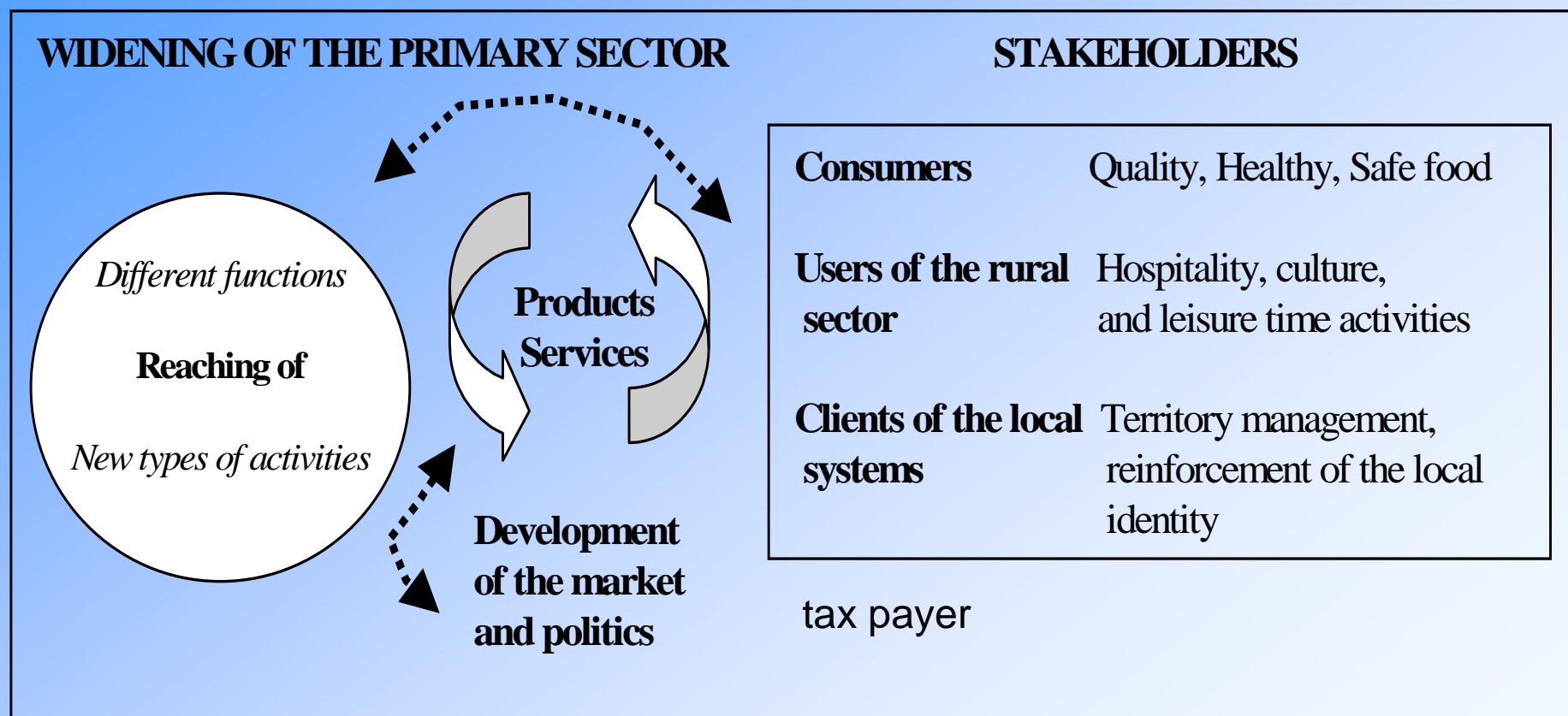


**Policies and markets (WP 5)**



**Multifunctional activities and supplying functions (WP 4)**

# Widening of the functions expected from agriculture



(Belletti G., Marescotti A. and Moruzzo R., 2003)

# Consumer and societal demands for MFA

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## ***1. New demands on food production***

**(case studies in France and Italy)**


## ***2. Demand for environmental, ecological and landscape values***

**(case studies in Germany and the Netherlands)**

## ***3. Socio-cultural dimension of MFA***

**(case study in the Czech Republic)**

**Role of “driving forces”: market, policies and NGOs**



## Main results from the studies on consumer and societal demand

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- Empirical evidence of demand on MF
- Even if focused on one aspect of MF, food or environmental, there are side effects (e.g. territorial or social)
- Little communication between consumers and producers
- Driving forces = combination of market, policies and NGO

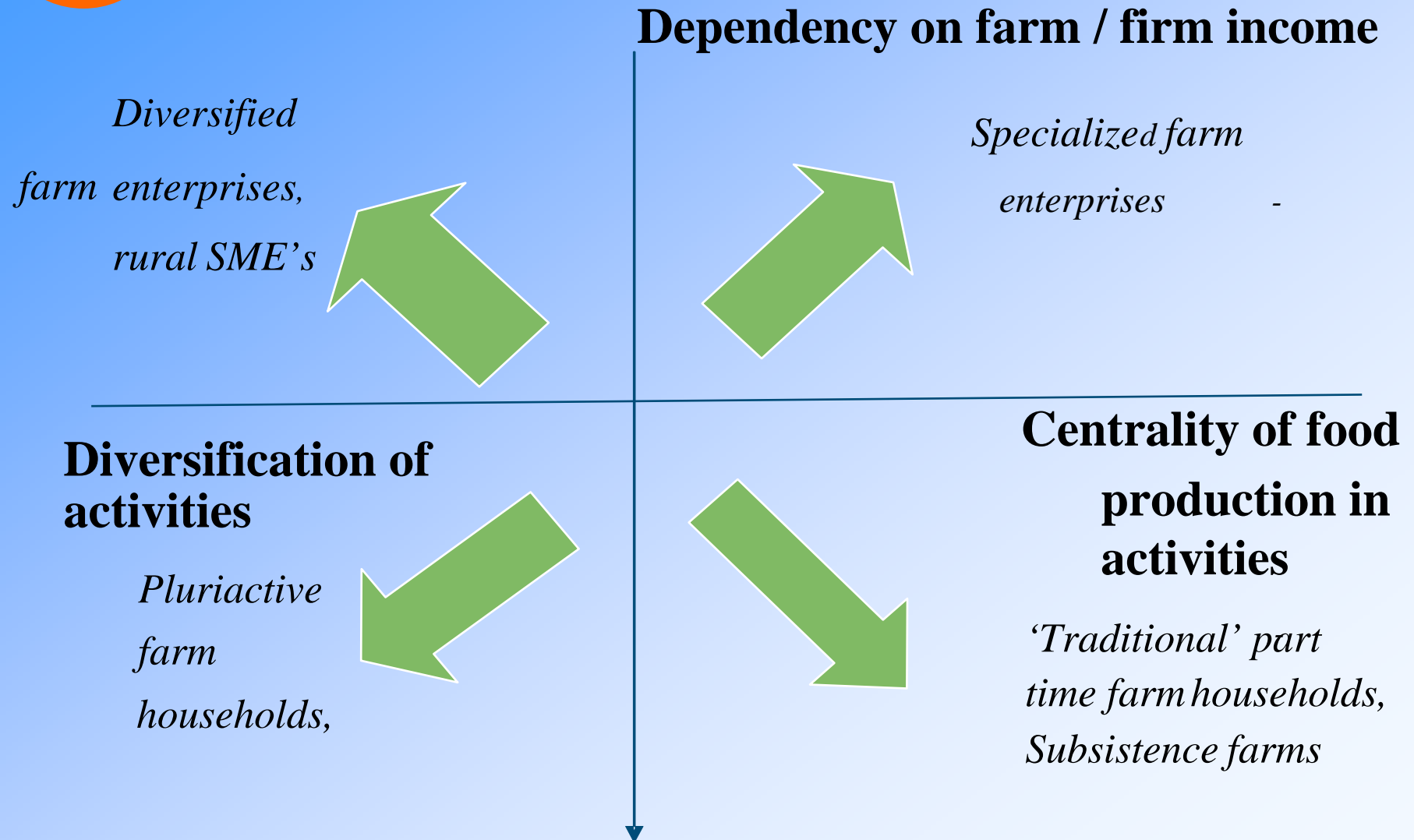


# Multifunctional activities and supplying new functions

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- Multifunctionality of activities,
- Dissemination amongst farm households and rural actors,
- Evidence of their socio-economic and other impacts,
- Relation with changing rural identities
- New territorial and institutional linkages for MFA

# Relevant farm-categories for MFA







# Main results from the studies on multifunctionality of activities

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- Considerable changes in the *networks, actors, the nature of farm population, and professional identities*.
- Farm-household income is increasingly based on diversity of income sources: conventional activities, diversification activities (deepening and broadening) and regrounding activities (pluriactivity and cost reduction strategies).
- Income from primary production remain of crucial importance to sustain livelihoods.
- Importance of linkages between activities / actors for supply of MFA at territorial level.



# Policies for MFA and creation of new markets for MFA

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- Review of research on how policies for MFA are implemented and managed
- Identification of themes which seem to appear across national borders or which are specific to particular countries



# Results from studies on policies

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1. Little research on new "markets" for MFA or on participation of stakeholders.
2. Research on multi-level governance in relation to MFA is scarce.
3. No studies comparing whether multiple or single purpose policies are more effective for MFA.
4. Sectoral versus territorial policies.



# Common conclusions

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- An interesting word to tackle new questions
- More research on supply than on demand
- Research on supply, demand and policies linked to MFA is still highly fragmented, very few studies combine all elements
- Much research is published under other headings than the term “multifunctionality”
- European and national data systems show shortcomings in relation to various functions
- Expressions of multifunctionality are *always specific in time and place*, and only get meaning within their specific contextual setting