

Case Study: RISE method for agricultural consultants

Sustainability consultancy for strategic farm planning

It is highly demanding to advise farmers on the multifaceted issue of sustainability. Advisors need to convey the many different sustainability themes in a technically in-depth and comprehensible manner. The RISE method helps them to advise and assist farmers on their path to greater sustainability. Naturland, an organic farming association based in Germany, is a practical example: Naturland has used RISE in pilot projects for strategic farm planning with a view to specifically identifying farms' strengths and weaknesses.



About Naturland

Naturland is an international association for organic agriculture, with more than 54,000 farmer members worldwide. Naturland advocates a balance between regionality and internationality in a globalised world. On behalf of the association, the Naturland advisory service provides consultancy to member farms and to farmers interested in conversion to organics. Advising farms on sustainability is demanding. Farm managers expect in-depth and comprehensive sustainability advice that is individually tailored to their farm.

Why RISE?

Naturland has worked with the RISE method* in order to meet these challenges. RISE helps advisors to analyse aspects of sustainability and to present them clearly. The structured process helps them to keep track of the numerous sustainability themes. The mix of quantitative and qualitative questions facilitates open dialogue between advisor and farmer and helps to include more «hidden» topics, such as workload, biodiversity or social aspects, which are often overlooked in day-to-day operations. With RISE, they can calculate scenarios and map changes – a good basis for making visible and utilising a farm's development potential.

At the same time, each theme can be considered in isolation and in detail, allowing advisors and farmers to jointly identify and work on relevant problems and opportunities. Advisors also use RISE to raise farmers' awareness of holistic sustainability. The extension process often triggers further discussions, for example on what sustainability should look like along the downstream value chain.

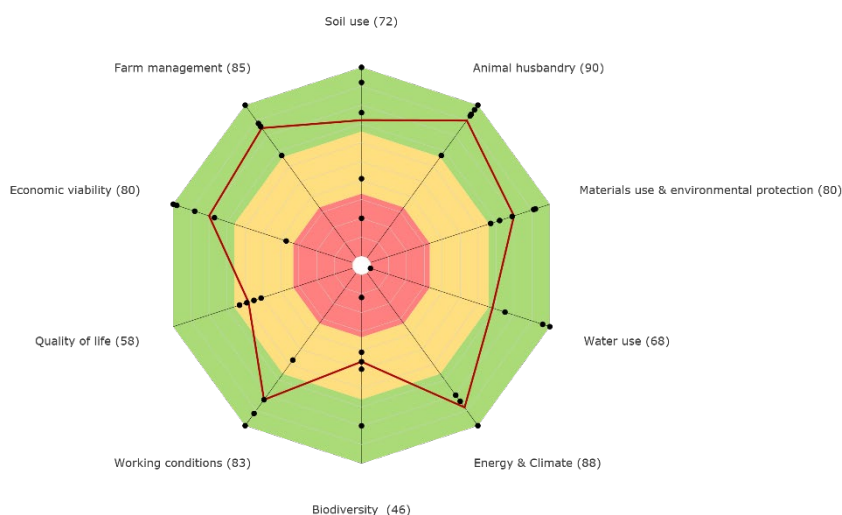
RISE for farm planning

Milena Schulz therefore recommends RISE to other advisors and farmers who are interested in dealing with sustainability in-depth and with an open mind. In her opinion, constructive cooperation between advisor and farmer is crucial for a good result. She finds RISE consultancy particularly useful for farmers who have just taken over a farm, are establishing a new farm or want to change their strategy.

«In contrast to other sustainability tools, RISE is an advisory method. The results are very well accepted by the managers, as these are directly involved in the assessment and are taken seriously as experts in their field.»



Milena Schulz, Naturland Specialist advice



RISE sustainability polygon

Results and benefits

Milena Schulz, organic farm advisor with the Naturland advisory service, worked with RISE for a number of years. For her, the method generates an overall picture of all the sustainability aspects on a given farm.

What is RISE

RISE is an acronym for Response-Inducing Sustainability Evaluation. RISE assesses ecological, economic and social sustainability performance across 10 themes captured by a total of 46 indicators. The results provide a “360-degree view” of the farm and identify where there is potential for optimisation. RISE was developed at HAFL and has so far been used on almost 4,000 farms in 59 countries.

Contact

Feel free to contact us at any time for a no-strings discussion of your ideas or questions:

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