

From measure to practice: Do It - then get paid



Authors:
Jana Bundschuh
(jana.bundschuh@zalf.de)



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Here is a key insight from FarmBioNet National Networks: **The action comes first.**

In farming, that means:

- **Doing the work** = Practice implementation (like planting cover crops or creating wildlife corridors).
- **Getting paid** = Incentive use (like receiving government subsidies).

The problem: Many farmers believe they need money first, then do the work. But our research points to the opposite.

In FarmBioNet's Thematic Network, most farmers:

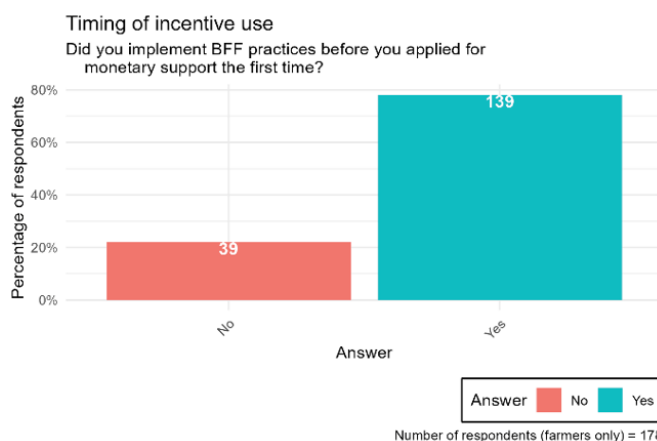
- Start doing biodiversity-friendly farming practices first (e.g. building soil health or protecting pollinators).
- Then discover they qualify for financial support.

Why this matters: Farmers who actually do the work report being happier with the incentive programs.

The most important way to adapt farming to future challenges in relation to increasing farmland biodiversity, is to implement individual practices that fit your farm.

Practice implementation and incentive use will ideally be combined for your individual farm's well-being. So, if your farming approach **systematically includes biodiversity-friendly farming practices**, you will most probably find the right financial incentives to support your work. Because the incentive should be adapted to your everyday practices – not the other way round.

You know which biodiversity-friendly practices work best for your specific farm. Reach out to your local agricultural advisor to help you figure out which payments fit your practice.



Further Information on farmbionet.eu

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