

## Dream contract factsheet 7: Madrid Region (Spain)

### Dream farming landscape

#### Objective

The dream contract landscape is located in the countryside and fertile plains of Madrid. This area is characterised by Mediterranean herbaceous crops with cereals, olive groves, and vineyards. However, horticultural production can also be found in the river meadows. By the year 2040 we want to preserve the heterogeneous and multifunctional landscape of the area, protecting the agricultural landscapes, but also including the non-productive ones. To achieve this, we want to promote a multifunctional agriculture where the productive sector and the services it provides to society in the management of the territory are revalued. Agricultural activity will be diversified and the natural value of this area will be enhanced through environmental practices that promote biodiversity such as connectivity between spaces through green infrastructure, green covers or traditional elements of the landscape. This area has a large amount of fertile soils due to the presence of rivers, so it is essential to protect the soil from crop intrusion, monocultures, excessive use of external inputs and from disorganised urban development. Adoptions of more sustainable farming practices need to be supported economically. It is essential to improve the profitability of producers, to avoid speculation on agricultural land and not to let the market decide for farmers. To ensure agricultural activity it is important to ensure rural life and to cover minimum services. People in rural areas are essential to maintain the landscape. In addition, cooperation and coordination between the productive sector and other agents and sectors of the territory will be promoted. The aim is also to recover collective management of the land and to recover livestock farming in the area and its synergies with agriculture.

#### Inhibitors

- Disorganised growth of urban areas
- Lack of human resources in the administration and long bureaucratic processes to change minor things
- Market power decides for price
- Limited consumers' willingness to pay "real" prices for food

#### Enablers

- CAP adaptation to more agri-environmental promotion practices
- New Agri-environmental measures in the rural development programme adapted to Madrid territory (including also horticultural production)
- Increased consumer preference for local products
- Farmers awareness to protect fertile soils
- Farmers cooperation with other sectors in the region
- Private initiatives for cooperation (cooperatives, producers associations, alternative food networks, etc.)
- Collective infrastructures

## Actors involved in defining the dream landscape

- CIL members: Farmers, environmental NGOs, Land stewardship organisations, technicians of agrarian park, agrarian organisations
- Validation with PIL members: Representatives of Madrid Regional Government, specifically those implementing the Rural Development Programme in Madrid, it is, those involved in the agricultural development programme.

## Method used

Two online workshops with CIL members, 3 online workshops with PIL members. Dynamisation and participation during the participatory sessions were facilitated by:

- Open discussion
- A dream landscape facilitated by pictures brought by participants (with pictures representing elements they would like to promote and those they don't). Every picture was presented and discussed at the session (**Figure 1**).
- *Mentimeter* exercises
- Reports done by the team were shared with CIL and PIL members to receive extra comments or suggestions.



**Figure 1.** Envisioning dream landscape in Madrid facilitated by pictures brought by participants.

## Dream contract

Land tenure and result-based hybridisation for horticultural production

### Objective

The dream contract is the result of the combination of a land tenure contract with result-based approach. Initially will be focused on small scale horticultural farmers in the south area of Madrid region, where the horticultural production is still maintained. It will be a contract with the commitments to adopt certain agro-environmental practices with the main goal of solving the following environmental challenges from Madrid:

- habitat and biodiversity conservation in agricultural landscapes,
- improve soil quality and fertility,
- preserve quality of multifunctional agricultural landscapes;
- the contract will be mediated by land stewardship entities.

### Measures

- Conservation of margins and vegetation islands (green infrastructures)
- Crop diversification
- Other management decisions will be taken by the farmer following the result-based philosophy.

### Benefits envisaged

- Societal/environmental benefits:
  - Conserving habitats and biodiversity in agricultural landscapes
  - Improving the quality and fertility of soil
  - Conserving the quality of multifunctional agricultural landscapes
  - Revaluing the agricultural landscape of the Madrid Region
  - Other actors benefit from the added value: People from rural areas, and also people from the city (Madrid), other farmers, beekeepers, tourists, irrigation communities, consumers, hunters.
- Benefits for farmers:
  - Payments from the contracts
  - Advice and support
  - Revaluing and improving the reputation of the productive sector
  - Networking and collaboration with other farmers participating at the measure
  - Differentiated marketing of their products for the adoption of certain practices.
  - The inclusion of land stewardship entities will speed up the process and allow for better technical and administrative advice to farmers.

### Application domain

- Farm types: Small scale horticultural farms
- Land use: Arable lands
- Land tenure conditions: Private and public

## Contract duration

- Five years

## Actors

- Authorities: Madrid Regional Government
- Farmers
- Intermediary parties: land stewardships entities might be involved in the contract as an intermediary parties.

## Access to land

Not relevant for this case.

## Payments

- Mainly public funding: current agri-environmental schemes (at least at the beginning). Public funding can be more forward-looking and secure, while private funding can be driven by monetary interests.
- Payments will be prioritised for the collective of farmers.
- Payments will be based on both actions (management practices) and results.

## Monitoring

- A combination of practices and results will be monitored. Results will be monitored as they are the basis for payment, but the management of the practices adopted will be also taken into account.
- Criteria or indicators are under development
- Monitoring has to be done in a mixed way (regional authorities and farmers), administrations have to carry out certain controls in order to be able to make payments, but it is essential that the sector itself can self-regulate and be part of the control bodies.