



**PRACTICE ABSTRACT NR. 29**

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**COUNTRY/REGION:**

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**KEY WORDS:**

#advisors, #innovation support services, #producers groups, #sustainability

**The implementation of Integrated Pest Management by Peach Producers' Groups in Imathia, Greece**

Integrated Pest Management in Imathia, an area of highly intensive agriculture in Greece, is currently practiced by 29 peach-growers' cooperatives in order to retain their leading position in global markets while protecting the environment and public health. In this framework, in 2004 a leading cooperative in collaboration with a private advisory company introduced an innovative method of sexual confusion of insects by installing a network of micro sprayers across the fields. In 2009 more cooperatives started funding the implementation of the method; in 2016, after a proposal initiated locally, it was included in the agrienvironmental measures of the national RDP 2014-2020 and implemented by more than 2,000 peach growers, covering 2,800 and 5,500 Ha in 2017 and 2018 respectively. However, the dissemination of the innovation has not been uncomplicated, since its effectiveness depends upon the extent of its adoption and consensus is difficult to be reached in the highly fragmented landscape of numerous smallholders in the area. Many growers, though recognizing its potentials, are reluctant to adopt the method, distrusting their neighbours in being involved to the extent necessary for its success. In parallel, the implementation at an area lesser than the appropriate intensifies mistrust as far as the effectiveness and, even, the feasibility of the method is concerned. The situation poses challenges for the leaders of the co-operatives who have to take action. Moreover, the cooperating independent advisors have to deal with challenges at a technical level and enhance trust among involved actors in order to facilitate the technological transition.

## ADDITIONAL INFORMATION

This innovation case corresponds to the classical extension paradigm in which advisors create awareness around a technical innovation, bridging the gap between researchers and farmers. The collaboration established between the leading independent advisory company and the local cooperatives created conducive for the adoption of innovations conditions and became an example to follow for other cooperatives and advisory companies.

More Information about the implementation of the method at:  
[http://www.opekepe.gr/metro10\\_komfousio.asp](http://www.opekepe.gr/metro10_komfousio.asp).



## ABOUT AGRILINK

AgriLink is a multi-actor project funded by the European Union's Horizon 2020 research and innovation programme. It brings together 16 partners from 13 countries, including universities, applied research institutes, advisors and consultants from public organisations, private SMEs, a farmer-based organisation and specialists in communication and distance learning.

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This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No. 727577.

All the Practice Abstracts prepared by the AgriLink project in the EIP-AGRI common format can be found here:  
<https://ec.europa.eu/eip/agriculture/en/find-connect/projects/agrilink-agricultural-knowledge-linking-farmers>