



**bauern für  
generationen.**



**IP-SUISSE** — Association of 10'000 farmers practicing «Integrated Production» founded in 1989 and market label  
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# IP-SUISSE in numbers (2022)




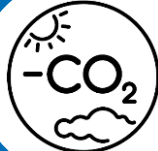
 **18'000 members**

 **30 plant production programmes**

 **15 animal programmes**

 **1'090'000 animals\* under better care**

 **40% higher effort for biodiversity**

 **113'000 t CO2eq reduced since 2016**

 **100% certified**

\*meat production programs; without dairy cows (47'000) and chickens (1'078'000)

# Holistic sustainability – effective and hands-on



IP-SUISSE production sous label

	Content / Description	Label			
Label requirements for the crop / animal category					
Label requirements for the entire farm					
Basic requirements	<table border="1"> <tr> <td>Additional basic requirements</td> </tr> <tr> <td>Ecological performance requirements*</td> </tr> <tr> <td>Compliance with current legislation</td> </tr> </table>	Additional basic requirements	Ecological performance requirements*	Compliance with current legislation	
Additional basic requirements					
Ecological performance requirements*					
Compliance with current legislation					

\* Basis for federal direct payments



## Crop production – example of IP-SUISSE cereals

### 25'000 ha of cereals

- ~ 25 % of the entire Swiss production
- Higher price for completely pesticide-free wheat
- Only Swiss wheat varieties
- wheat, rye, (old)spelt, oat, durum wheat, old cereal breeds, barley for consumption and beer breweries

### Exemple : Wheat rules

- Minimum cultivation break of 1 year
- Certified seed
- **Chemical fertilization authorised**
- **Plant protection – two options**
  - => no seed treatment, no herbicides, fungicides, insecticides or growth regulators
  - => no fungicides, insecticides or growth regulators, restricted herbicides (none with a high risk level for the environment)

4500

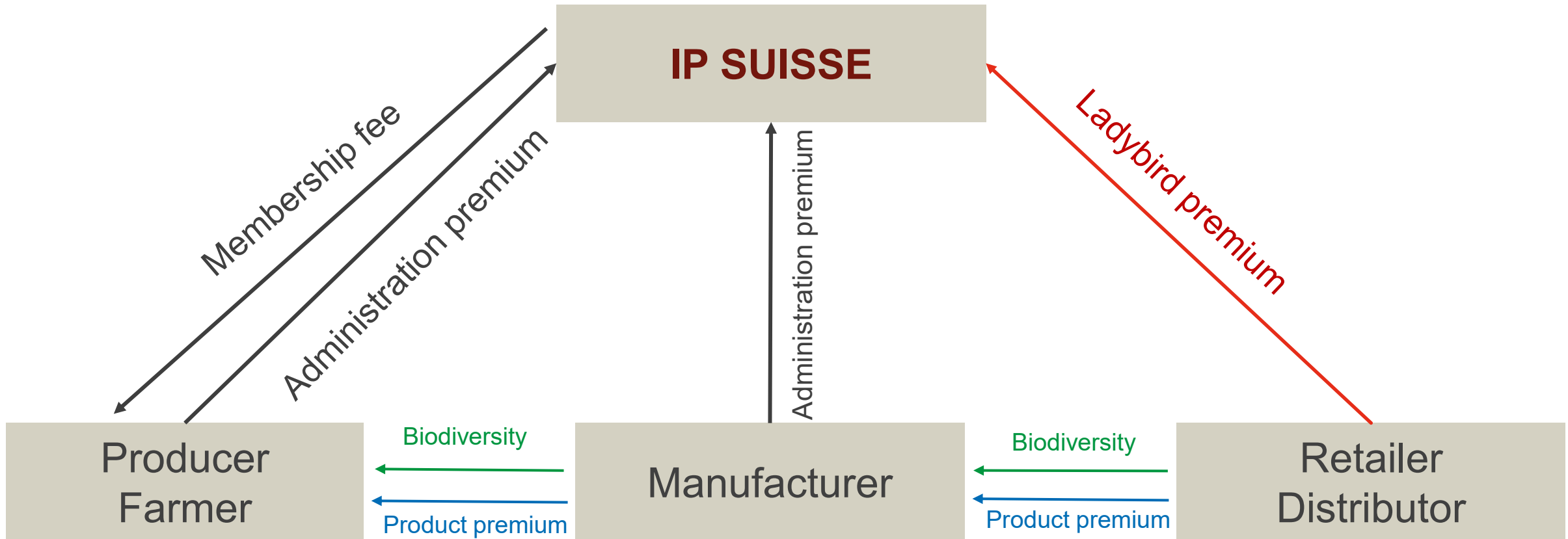
Farmers





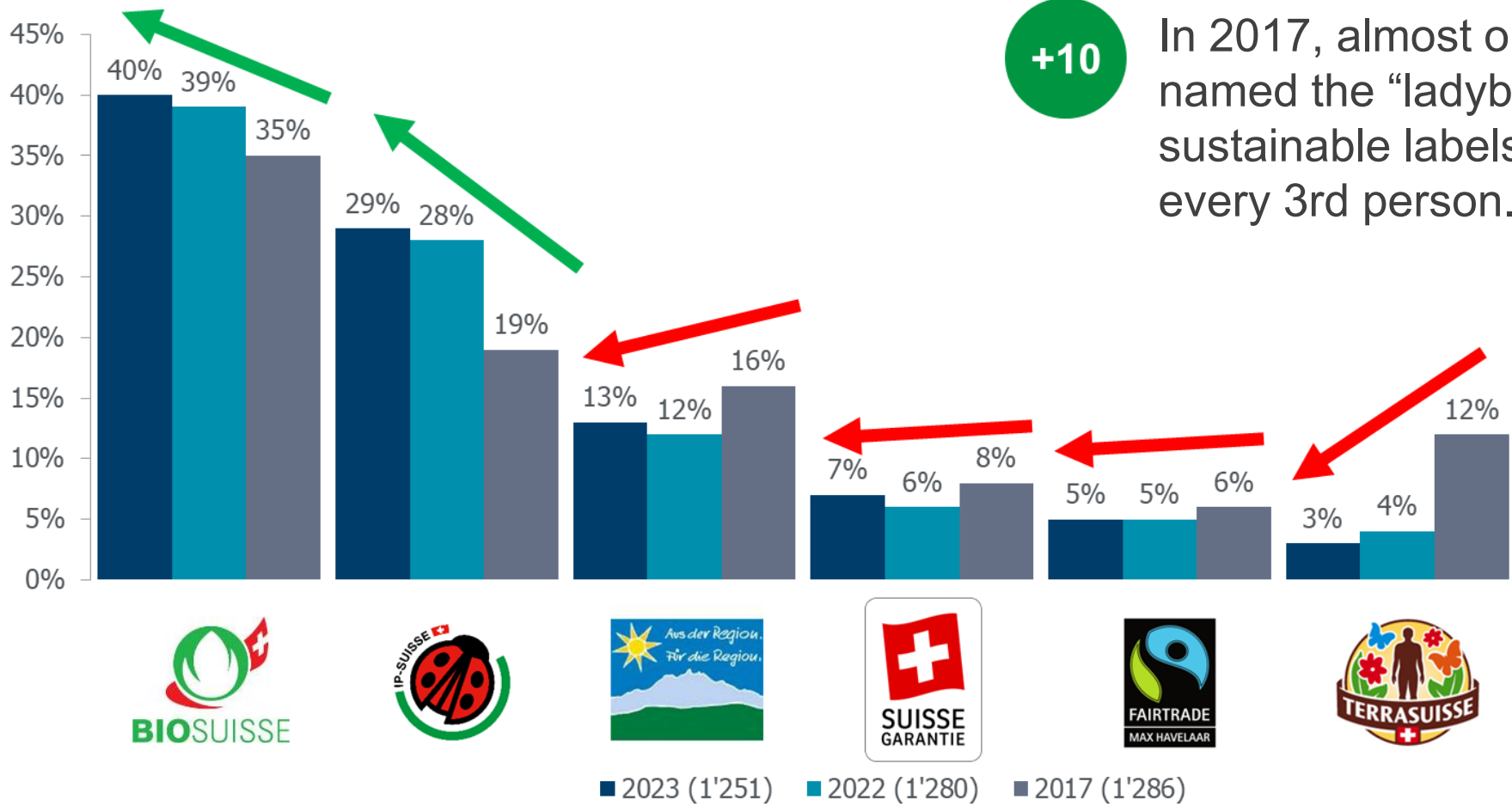
# How the bonus system works?

## A simple, transparent bonus system for additional services





# How well do consumers recognize our label?



+10

In 2017, almost one in five people named the “ladybird” when asked about sustainable labels. Today, it is almost every 3rd person.



**Small beetle.  
Big impact.**