

ECONOMIC AND ENVIRONMENTAL EVALUATION OF FARM INTEGRATED MANAGEMENT: THE CASE OF KIWI PRODUCTION FARMS IN PIERIA, GREECE

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EXTENDED ABSTRACT

Farm Integrated Management Systems are a relative new and promising farming methodology related to resource allocation and environmental impact optimization. In this paper, an evaluation of the economic and the environmental efficiency of farms that participate in Integrated Management Systems Schemes is conducted for Kiwi production farms in Pieria, Greece. Results demonstrate that environmental efficiency in irrigation and fertilizer use is ensured for farms that take up Integrated Management, in spite the fact that their efficient water management is not rewarded by current irrigation water management policies. Pest and disease control efficiency is similar to that of farms that do not participate in the Scheme. Results on economic efficiency, indicate that participating farms demonstrate equal or better results compared to non-participating ones, due to better market prices and more efficient distribution practices, although they have to face increased production costs. On the overall, the case study confirms the viability of IMS strategies for alternative farming with the scope of environmental effectiveness. The survey has also pinpointed important public policy contradictions that may impair the rapid expansion of IMS practices in Greece.

Key words: Farm Integrated Management System, kiwi, Pieria, Greece.