Organic farmers inherently have to cope with complex farming system processes. Next to pursuing economic performance, farm management also encompasses optimization of the farm’s ecological and social performance. For considering multiple criteria, the farmer needs a thorough knowledge on the highly interactive aspects of his production system. Furthermore, successful strategy design includes decisions at different levels - from field to market - within the farming system. To support strategic decisions, this study aims at modelling the key aspects and their inter-relations for successful organic vegetable production in Flanders. We used the qualitative cognitive mapping approach to represent and visualize the expert knowledge from different stakeholder groups (advisors, farm networks, research and educational institutions). Through in-depth interviews, experts were questioned on the key aspects of a successful organic farm management and how these aspects relate to each other. Next, the individual cognitive maps from the different interviewees were merged to build a social cognitive map. The strength of the relations between aspects reveals hot spots within the organic vegetable production. Preliminary results show that weed control, crop rotation and marketing channel are examples of central aspects. At sector level, the results will clarify strengths and weaknesses of organic vegetable production in Flanders. At farm level, focusing on one or more of the hot spots, while respecting its position in the organic farming system, can be helpful towards more adequate strategy design. The cognitive maps might serve as a communication tool for farmers and their advisors, or as a first step towards prospective or scenario evaluations when implementing new strategies.

**Keywords:** cognitive mapping, system analysis, strategy design.

---

**SOCIAL ANCHORING IN THE COMMUNITY AND THE DESIGN OF Viable ORGANIC MARKET GARDENING MICROFarms.**

François Léger 1 and K. Morel 2

1. AgroParisTech, UMR SADAPT, INRA-AgroParisTech, Paris, France;
2. INRA, UMR SADAPT, INRA-AgroParisTech, Paris, France

Increasingly strong social movements built upon concrete experiences as organic market gardening microfarms to promote alternative food systems. These microfarms share some main characteristics: cultivated acreage smaller than official recommendations for market gardening set up; marketing in short distribution chains; high diversity of cultivated plants; low level of motorization and investment, agroecological practices. The study of 12 French microfarms, based on semi-structured interviews and cross-disciplinary analysis, pointed that alternative microfarms stands upon the access to immaterial or material resources, available in their social environment. Involvement in the community is thus a necessity, and at the same time the way to concretize ecological and social aspirations which are essential in the farmers’ projects. Because they hardly take into account these kinds of no-merchant inputs, classical techno-economic frameworks are thus not adapted to analyze and assess their strategic choices. A larger conceptual framework, nourished by the inputs of concepts as multifunctionality of agriculture, ecosystems services, “double” sustainability seems indispensable in this purpose.

**Keywords:** innovation, networks, vision, knowledge exchange, communication, coalition building, institutional innovation.

---

**CAN WE DEFINE A TYPOLoGY OF CROP PROTeCTION WITHIN THE DIVERSITY OF ORGANIC PRODUCTION? WHAT ARE THE CONSEQUENCES ON THE NATURAL ENEMY ABUNDANCE AND DIVERSITY?**

Gaëlle Marliac 1, Servane Penvern 2, Françoise Lescourret 1, Yvan Capowiez 1