Table 1.3 *Features of the Ecologically Integrated paradigm*

Drivers	environmental; energy/waste reduction; diversity 'ground upwards'; reduction of certain inputs; aims for diversity on and off the field; risk minimization by building diversity
Key food sector	integration of all; but emphasis on whole-farm systems approach (land and watersheds); biodiversity enhancement to stabilize and maximize yields over the long term
Industry approach	aims to move organic foods from marginal to mainstream; nervous about increasing the scale of production and capacity of quality controls; select use of biotechnology (fermentation, not GM)
Scientific focus	biology; ecology; multidisciplinary; agroecological technology instead of chemicals
Policy framework	partnership of ministries; collaborative institutional structures needed; promotes advantages of decentralization and team-work
Consumer focus	citizens not consumers; improved links between the land and consumption; greater transparency
Market focus	regional and local focus – 'bio-regionalism'; nervous about export-led agriculture; favours smaller companies but increasingly adopted by larger ones
Environmental assumptions	resources are finite; need to move away from extensive monoculture and reliance on fossil fuels; need to integrate environmental, nature and conservation policy with industrial and social policy
Political support	weak, but low base strengthening in many countries; some merging of fragmented 'movements' claiming high ground
Role of knowledge	knowledge-intensive, rather than input-intensive; skills needed across whole supply chain; knowledge as empowerment
Health approach	presents itself as 'healthy' alternative but as yet on a weak evidence base; promotes diet diversity