



The 2018 **EU Agricultural Outlook Conference**

**THE FUTURE OF FOOD AND FARMING:
FOOD FOR THOUGHT**



Brussels, 6-7 December 2018

PROGRAMME

FOREWORD



Dear Participant,

It is my great pleasure to welcome you to the fourth annual EU Agricultural Outlook Conference. This conference is now a firm fixture and I am particularly pleased that so many of you come back year-after-year, it means we must be doing something right!

Last year, we had the great honour to welcome Commissioner Oettinger. This year Commissioner Moedas will join our annual rendez-vous to discuss the enormous potential opportunities that digitisation can bring to farming and rural areas throughout the EU.

The conference has a particular focus on the future, which is entirely appropriate as it comes just months after the European Commission presented legislative proposals on the future of the CAP for the period after 2020, which have a particular emphasis on simplification and modernisation.

Digitisation and the use of new technology will be central to the future development of agricultural production in Europe and in the simplification and modernisation of the CAP and I look forward to the exchanges we can have on the technological breakthrough that we can expect for the agri-food sector.

Digitisation can help farmers to address CAP objectives and improve significantly the sustainability of EU farming. Many digital solutions are already available. We will learn about concrete projects involving farmers and researchers. And there is more to come with a tremendous potential to increase environmental and animal care, improve farmers returns while simplifying the life of farmers and administrations, thanks notably to the great amount of data collected through satellites and daily farming activity.

In a context of international trade, lack of progress in WTO negotiations and some societal concerns about trade agreements, we consider it not alone appropriate, but necessary, that we address

in this conference the opportunities brought by trade in terms of guaranteeing food security, ensuring food diversity, creating value, fostering competitiveness and enhancing cooperation.

Today, we will also focus on the importance of trade and cooperation between Africa and Europe, reflecting European Commission President Juncker's call for a new alliance between the two blocks to encourage investments and sustainable jobs. I am pleased too that we will have a chance to discuss the work of the task force on Rural Africa I set up earlier this year.

Consumers' expectations will also be at the heart of discussions with farmers, processors and retailers, with presentations on healthy lifestyles and drivers of consumer choices. There is an increasing societal demand for fewer pesticides and agricultural products with a lower environmental footprint and we need to factor these changes in our projections. It is also important to look at how farmers can add value to their production, with e.g. the bio-economy and organic production.

During the second day, the medium-term prospects for EU agricultural markets and income will be presented. This market outlook is not intended as a forecast of what the future holds; instead it paints a picture of what may happen under a plausible set of assumptions and circumstances. For over two decades, the Directorate General for Agriculture and Rural Development, in collaboration with the European Commission's Joint Research Centre, has published medium-term prospects for EU agricultural markets and farmers' income. In recent years, we have invested in additional analysis to identify the main sources of uncertainty and to quantify their possible impact on agricultural markets. To assure the quality and robustness of such analysis, an annual Workshop in October gathers modelling and market experts from the EU, the United States and International Organisations such as the FAO and the OECD. This analysis and its accuracy is essential as farmers and others in the chain make decisions by reference to the market developments.

I am confident that these two exciting days will be inspiring and bring food for thought for the future of food production and farming. I am delighted that you have joined us and I look forward to your input in the discussions.

Phil Hogan

DAY 1 - THE FUTURE OF FOOD AND FARMING : FOOD FOR THOUGHT

08:00

Registration and welcome coffee

09:00 - 10:00

SESSION 1 - Opening with Commissioner Hogan

Welcome: **Peter Baader**

Interview with Phil Hogan by Roxana Vantu

European Commissioner for Agriculture and Rural Development

Farming technologies in Europe: Overview, their adoption and impact, and future perspectives

- ▶ **Peter Groot Koerkamp**, *Professor in Biosystems Engineering and Chair of the Farm Technology Group, Wageningen University & Research, the Netherlands*

Questions & Answers

10:00 - 10:30

COFFEE BREAK

10:30 - 12:10

SESSION 2 - Digitisation for EU agriculture and rural areas

Moderator: **Aminda Leigh**

Digitisation: Opportunities for EU farming

Carlos Moedas, *European Commissioner for Research, Science and Innovation*

INNOVATIVE SOLUTIONS TO ACHIEVE CAP OBJECTIVES



Fostering sustainable development and efficient management of natural resources

Reduce pesticide use with robots

- ▶ **Jos Ruizendaal**, *MSc, Wageningen University & Research, Greenhouse Horticulture, the Netherlands*

Farmer use of digitisation to reduce fertiliser application

- ▶ **Max Schulman**, *Chairman of the Cereals Working Party, COPA-COGECA*

Manage nutrients with the EU Farm Sustainability Tool

- ▶ **Valentin Opfermann**, *Unit Environment, Climate Change, Forestry and Bio-economy, DG Agriculture and Rural Development, European Commission*



Contributing to climate change mitigation and adaptation

Optimise nutrient and water use with satellite-assisted webGIS and mobile app

- ▶ **Anna Osann**, *FATIMA project, AgriSat Iberia s.l., Spain*

Reduce GHG emissions with the Carbon navigator and advice

- ▶ **Pat Murphy**, *Environment, Teagasc, Ireland*



Improving the response of EU agriculture to societal demands

Improve poultry welfare and increase their meat quality with the Internet of things

- ▶ **Deitze Otaduy**, *IK4-Tekniker, Spain*



A simplified and modernised CAP

A CAP declaration made easy

- ▶ **Katrin Noorkõiv**, *Organic Beef Producer, CEO, Nordic meats, Estonia*

PANEL DISCUSSION

- ▶ **Jannes Maes**, *President, European Council of Young Farmers (CEJA)*
- ▶ **Faustine Bas-Defosse**, *Head of the Agriculture and Land Management Programme, Institute for European Environmental Policy (IEEP)*

Questions & Answers

12:10 - 13:00

SESSION 3 - Digitisation in the food chain

Moderator: **Aminda Leigh**

Technologies and big data: what potential for the agri-food sector?

- ▶ **Vladimir Šucha**, *Director-General, Joint Research Centre, European Commission*

Debate on blockchain in the food supply chain and big data

- ▶ **Séverine Fontaine**, *Quality Director, Groupe Carrefour, France*
- ▶ **Pekka Pesonen**, *Secretary General, COPA-COGECA*

Questions & Answers

13:00 - 14:30

LUNCH BREAK

14:30 - 15:45

SESSION 4 - Trade opportunities

Moderator: **Aminda Leigh**

Keynote speech : The Japanese Perspective

- ▶ **Hirohichi Matsushima**, *Vice Minister for International Affairs, Ministry of Agriculture, Forestry and Fisheries*

Keynote speech : An African Perspective

- ▶ **Debisi Araba**, *Director Africa Region, International Centre For Tropical Agriculture (CIAT), Italy*

Sharing their EU experience

GIs around the world, **Micol Bertoni**, *Alleanza delle Cooperative Italiane Agroalimentare, Italy*
Greek products abroad, **Stratos Marousis**, *Vivartia, Greece*

PANEL DISCUSSION

- ▶ **Hirohichi Matsushima**, *Vice Minister for International Affairs, Ministry of Agriculture, Forestry and Fisheries*
- ▶ **Debisi Araba**, *Director for Africa, International Centre for Tropical Agriculture (CIAT)*
- ▶ **Jerzy Plewa**, *Director-General, Agriculture and Rural Development, European Commission*

Questions & Answers

15:45 - 16:15

COFFEE BREAK

16:15 - 17:30

SESSION 5 - EU-Africa: Cooperation, trade and investments

Moderator: **Mark Abani**

Setting the scene

Anders Aeroe, *Director - Division of Enterprises and Institutions, International Trade Centre*

PANEL DISCUSSION

- ▶ **George Morrison**, *Head of Public Affairs, Arla Foods, Denmark*
- ▶ **Marie Diongoye Konaté**, *CEO, Protein Kisse-La Sa, Côte d'Ivoire*

Questions & Answers

17:30

Concluding remarks by Jerzy Plewa, *Director-General, Agriculture and Rural Development, European Commission*

NETWORKING COCKTAIL

DAY 2 - EU AGRICULTURAL OUTLOOK BY 2030

08:00

Registration and welcome coffee

09:00 - 10:15

SESSION 6 - Drivers of EU agricultural outlook

Welcome: **Peter Baader**

Warm up

María de los Ángeles Benítez Salas, Deputy Director-General, DG Agriculture and Rural Development, European Commission

Moderator: **Aminda Leigh**

Main drivers of EU agricultural market outlook

- ▶ **Tassos Haniotis**, Director, Strategy, Simplification and Policy Analysis, DG Agriculture and Rural Development, European Commission

Healthy lifestyles

- ▶ **Alice Stanton**, Professor at the Royal College of Surgeons in Ireland

Drivers of consumer food choices

- ▶ **Mara Thiene**, Professor, Dept. Land, Environment, Agriculture and Forestry (TESAF), University of Padova, Italy

Questions & Answers

10:15 - 10:45

COFFEE BREAK

10:45 - 12:00

SESSION 7 - The EU agricultural outlook for wine, olives and fruit and vegetables markets

Moderator: **Peter Baader**

EU agricultural outlook for wine, olive oil, apples, peaches, nectarines and tomatoes

- ▶ **Marijke Van Schagen**, Unit Analysis and Outlook, DG Agriculture and Rural Development, European Commission

Use of pesticides for the production of specialised crops

- ▶ **Paola Colombo**, Director Health and Food Audits and Analysis, DG Health and Food Safety, European Commission

PANEL DISCUSSION

- ▶ **Patrick Guiraud**, President of Sudvinbio, France
- ▶ **Stephan Weist**, Head of Category Management Fruit, Vegetables, Flowers & Plants Rewe Group, Germany
- ▶ **Alessandro Dalpiaz**, Assomela Società Cooperativa, Italy

Questions & Answers

12:00 - 13:30

LUNCH BREAK

13:30 - 15:00

SESSION 8 - The EU agricultural outlook for arable crops and biofuels

Moderator: **Peter Baader**

EU agricultural outlook for arable crops (including sugar) and biofuels

- ▶ **Koen Mondelaers**, *Unit Analysis and Outlook, DG Agriculture and Rural Development, European Commission*

Adding value with the bioeconomy

- ▶ **Juliette Jacques**, *Deputy Managing Director, Starch Europe*

PANEL DISCUSSION

- ▶ **Kostas Kravvas**, *Rice producer, Greece*
- ▶ **Zoltan Pulay**, *European Feed Manufacturers' Federation, FEFAC*
- ▶ **Valérie Corre**, *Director Regulatory Affairs Alcohol/Ethanol EU, Groupe Tereos*

Questions & Answers

15:00-16:30

SESSION 9 - The EU agricultural outlook for meat and dairy

Moderator: **Peter Baader**

EU agricultural outlook for meat and dairy

- ▶ **Sophie Helaine**, *Unit Analysis and Outlook, DG Agriculture and Rural Development, European Commission*

Diets and GHG emissions

- ▶ **Ettore Capri**, *European Observatory on Sustainable Agriculture, Università Cattolica del Sacro Cuore, Piacenza, Italy*

PANEL DISCUSSION

- ▶ **Mónica Landeira Noya**, *Dairy farmer, CLUN Coop, Spain*
- ▶ **Robert Markus Erhard**, *Corporate Agriculture – Dairy, Nestlé*
- ▶ **Derk Ooburg**, *Director Quality Assurance, Vion Netherlands*

Questions & Answers

16:30

Concluding remarks by Tassos Haniotis, *Director, Strategy, Simplification and Policy Analysis, DG Agriculture and Rural Development, European Commission*



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