



AGRICULTURE
an old profession ...
but it's becoming more
and more fashionable!!!

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#DynamicAgri #WeFarm4EU
@copacogeca
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copa

european farmers



cogeca

european agri-cooperatives

Created in **1958**

23 million European farmers and family members

60 full members from the EU Member States and 36 partner organisations

Created in **1959**

22.000 European agricultural cooperatives

35 full members from the EU Member States, 4 affiliated members and 36 partner organisations



In **1962**, a joint Secretariat was created, making it one of the largest and most active organizations in Brussels for the past **60** years.

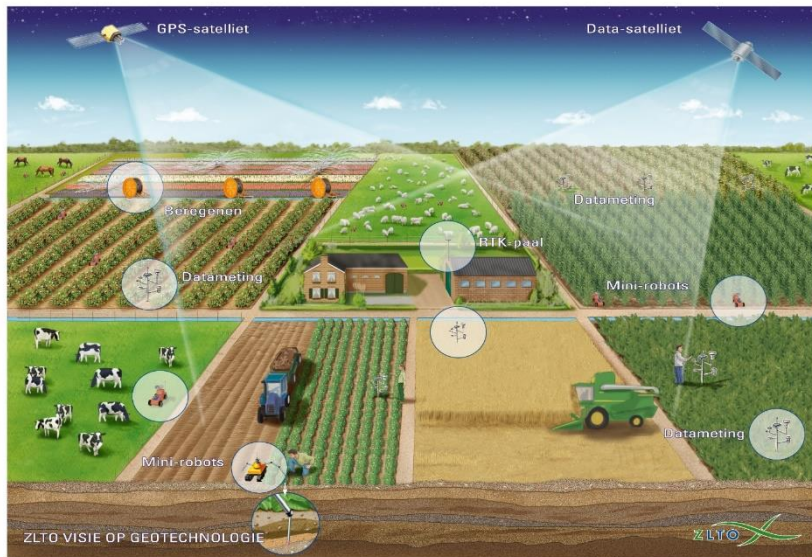
The importance of agriculture



- **Agri-food chain is a drive of the EU economy**
 - 44 million jobs in the EU
 - representing 3.7% of EU GDP
 - 1st exporter of agricultural and food products amounting to €138.1 billion
 - contributing to the EU trade surplus – almost €21.5
- **Agriculture is the backbone of EU rural areas**
 - provides food at affordable prices as well as raw materials for the processing industry
 - agriculture and forestry cover more than 75% of the land – “landscapes”
 - play a crucial role in protecting the environment and managing our natural resources sustainably.
 - culture & traditions
 - digital agriculture is key for the concept of Smart Villages

Technology needs to deliver...

- Improve use of resources (e.g. precision farming with drones, satellites, artificial Intelligence)
- Foster farming entrepreneurship in line with dynamic markets, consumers expectations and respect for environment and rural communities



- Optimize the use of market related tools, facilitating sales and competitiveness of EU farmers on a global scale
- Assist farmers to negotiate a better position for themselves in the value chain
- Simplification and modernization of administrative procedures (e.g. smart controls, access to maps, pre-warming)
- Improve living conditions of farmers and their families

Innovation needs to provide concrete solutions and all farmers need to access latest technology in order to respond to dynamic markets and maintain high quality of agricultural produce!

It is Strategy - Not technology – the Real Driver for Technological and Digital Transformation!

**ALL EU POLICIES TO ALIGN THEIR EFFORTS
TOWARDS CREATING THE BASELINE FOR THE
UPTAKE OF TECHNOLOGIES BY ALL FARMERS**

**Cross sectorial Integrated decision making systems, supported
by AI;**

**Transparency and Trust on Data Sharing, Improve the access of
data by farmers;**

**Infrastructure - connectivity & interoperability, reliability,
standards and security;**

Digital Skills and Jobs Coalition - Advisory and Training

Access to investment, financing, capacity building

Digital Innovation Hubs

Access to talent and generational renewal

Innovation , research – starting in the farm...

Innovative friendly regulatory framework



EU code of conduct on agricultural data sharing by contractual arrangement



Transparency, defining responsibilities, creating trust!

- Right on data produced on the farm or during farming operations is attributed to the farmer and may be used extensively by him/her;
- Leading role in controlling the access to and use of data from their business
- Benefit from sharing the data with any partner that wishes to use their data.
- Farmers must give it's consent and be informed
- The right of all parties to protect sensitive information
- It addresses, portability of data, opt out, security, etc;

Next steps: translation in order to ensure that every farmer can use it. SmartAgriHubs – IoF 2020 data package



LAUNCHED 23rd April 2018 - Please find [here](#) the link to the Code of Conduct on agricultural data sharing

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european farmers european agri-cooperatives

EU code of conduct on agricultural data sharing by contractual arrangement



Next Steps towards implementation of the principles

- Dissemination through membership - Objective that every contract on data sharing follows these principles
- Translation EN, ES, FI. In the pipeline, IT, DE and SE
- EU projects are exploring the possible avenues to include the principles of the code of conduct
 - ✓ SmartAgriHubs
 - ✓ IoF 2020 data package



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THANK YOU FOR YOUR ATTENTION!

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The screenshot shows the top section of the COPA-COGECA website. On the left is the logo 'copa*cogeca' with the tagline 'european farmers european agri-cooperatives'. Below it is a blue box with the text 'The united voice of farmers and their cooperatives in the European Union'. The main banner area has a landscape background and a dark blue box with the text 'A STRONG EUROPE NEEDS STRONG AGRICULTURE. STRONG AGRICULTURE NEEDS EU!'. To the right of this is a yellow box with a search bar and language selection buttons for EN, FR, DE, ES, IT, and PL. Below the banner is a circular logo for 'WeFarm4EU' with the text 'Feeding Europe's Future' and 'With and for you'. To the right of this is another text box that says 'We farm for EU you can help feed our future too!' and 'Learn more about European farmers' and cooperatives' priorities for the EU institutions 2019-2024: www.wefarm4.eu

ANY QUESTIONS?

