SMART AGRI HUBS

IoF 2020
INTERNET OF FOOD & FARM

HIGH LEVEL EVENT

Smart farming: Digitalization of Agriculture & vision for the new CAP

📍 European Parliament
Brussels
Room PHS 1A002

📅 29 january 2020

🕐 09.45: coffee & IoT tools exhibit
10.00-12.45: Sessions

Opening

European Commissioner for Agriculture and Rural Development: Janusz WOJCIECHOWSKI

Chaired by

Bert-jan RUISSEN, Agri comm., ECR Group
Petros KOKKALIS, Envi comm., GUE, NGL
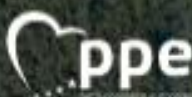Norbert LINS, Agri comm. Chair, EPP

or scan the QR code

Registrations by 24 January via communications@IoF2020.eu

ECR EUROPEAN CONSERVATIVES AND REFORMISTS GROUP

ppe

GUE/NGL www.guengl.eu

European Parliament

9:30-10:00

Door opening & registration Small IoT exhibition

10:00-10:15

Opening speech of the EU commissioner for Agriculture and Rural Development Janusz Wojciechowski

10:15-11:00

EU Agriculture and food challenges: the role of digitalization

Smart Farming: Digitalization of Agriculture and vision for the new CAP

Chair

Bert-Jan Ruissen
MEP – AGRI Committee

Speakers

Joel Bacquet
EU Commission DG Cnect, IoF2020 & SmartAgriHubs PO

Giovanni Colombo
EIT Food, Senior Public Affairs Manager

Edwin Hecker
Schuttelaar & Partners, IoF2020 & SmartAgriHubs ecosystem building leader

Eduardo Cuoco,
IFOAM-EU, Director

11:00-11:05

Session switch

11:05-11:50

Role of data management and how to enhance the adoption of smart farming technologies

11:50-11:55

Session switch

Speakers

Grigoris Chatzikostas
Biosense Institute, WP leader for IoF2020 and SmartAgriHubs project

Ivo Hostens
CEMA, Technical Director

Daniel Azevedo
COPA-COGECA, Director Agri-Tech

Chair

Petros Kokkalis
MEP- ENVI Committee

11:55-12:50

Long term vision for the EU agriculture, CAP reform and the place for smart farming: how will it benefit the EU citizens?

12:50-12:55

Conclusion and thanks

12:55-13:45

lunch and IoT small exhibition

Speakers

Doris Marquardt
EU commission DG Agri, IoF2020 & SmartAgriHubs Project Officer

Jannes Maes
CEJA, President

George Beers
WUR, IoF2020 & SmartAgriHubs Project Coordinator

Chair

Norbert Lins
MEP- AGRI Committee President

SESSION 1

Topic Session 1: EU agriculture and food challenges: the role of digitalisation

The challenges identified by the European Commission regarding EU agriculture are numerous. Ranging across environmental aspects, food safety, trade, climate change, and farmers. With this array of cross-sectoral cutting challenges, it is no wonder that agriculture is at the centre of many crucial discussions on the EU level.

IoF2020 and Smart Agri Hubs are complementary initiatives aiming at setting the standards for smart farming and at facilitating its adoption by the EU farming community. Together they account for 61 implementations of new IoT technologies across Europe in real farming condition. This session will highlight in what way the technology helps addressing the identified challenges.

The overall purpose of Session 1 is "setting the scene". Raising the awareness about the challenges and what solutions are currently being prepared to faces them.

Unfolding of the session:

The chair will briefly introduce the panelists to the audience.

The speakers will start off by each giving a presentation around **5 mins** about the topic at hand, which should be specialised according to the questions following per speaker **(totalling 20 mins)**.

Then, the chair will initiate the debate and challenge the participants with questions of his choice, bearing in mind the background and field of expertise of the panelists.

Before the end of the session, the chair will invite the audience to ask questions to the panel. The duration of the Q&A with the audience is to be decided by the chair.

The session should conclude with a wrap up from the chair.

panel debate + Q&A (**25 mins**).

The **total time of the session is 45 mins.**

Proposed topics per speaker:

Joel Bacquet, European Commission (DG Cnect): Short overview presentation of EU agricultural challenges and expected benefits of digitalisation for the sector, for farmers and the EU citizens

Giovanni Colombo, EIT Food: Importance of digitalization in the food chain (processing & retail) and benefits for the consumer.

Edwin Hecker, Schuttelaar & Partners: The contributions of Smart Farming to the agrifood challenges

Eduardo Cuoco, IFOAM-EU: The importance of digitalisation in the organic farming sector

	Panelists Background Information
	Joel Bacquet Joel Bacquet is a a policy officer at the European Commission working on research and innovation policy in the Internet of Things in particular in the agro-food sector.. As an experienced senior official, Joel combines a demonstrated history of working with industry and research organisations with strong information technology skills, as well as knowledge on strategic research development.
	Giovanni Colombo Giovanni Colombo is EIT Food's Senior Public Affairs Manager. His work focuses on managing relations with the EU institutions, to build collaboration and synergies with other EU programmes and initiatives, and increase the impact of EIT Food. Prior to joining EIT Food, he worked as food practice lead at Hill&Knowlton Strategies, working with multinational corporations, industry associations and NGOs on food and sustainability policies at EU level and on multi-country communication campaigns on nutrition and sustainability issues. Giovanni started his career in Brussels as project manager in the think tank Friends of Europe, where he was responsible for the organization of conferences on EU's climate change, water and environment policies. He owns a Master's in European Studies from Cambridge University and a degree in history from the University of Milan.
	Edwin Hecker Edwin Hecker is one of the Managing Partners of Schuttelaar & Partners. He is involved in strategic and complex projects within within the company, which is focussed on sustainability and health. Edwin graduated in 1987 in Business Management and Animal Breeding at Wageningen University, and subsequently obtained the NIMA B (Marketing) Diploma.
	Eduardo Cuoco Currently the director of IFOAM EU, Eduardo has built on years of experience in organic farming and adoption of technologies therein. He holds an MSc in Food Science and Technologies, followed by a PhD and an executive master in Business innovation and Blockchain technologies. Throughout his carreer, Eduardo has not only worked extensively in the organic farming industry, but also established the European Technology Platform 'TP Organics', and the Technological Innovation Platform of IFOAM 'TIPI'.
	Chair: Bert-Jan Ruissen, MEP Another Wageningen alumnus, Bert-Jan studied plant science before entering agricultural politics. He was elected to his local council, before taking up a seat in Brussels at the European Parliament for the Christian Union – Reformed Political Party. He currently sits on the Committee on Agriculture and Rural development.

SESSION 2

Topic Session 2: Role of data management and how to enhance the adoption of smart farming technologies

More use of IoT technologies in farming and the wider digitalisation of the sector, also create a need to deal with data sharing in a safe, productive, and responsible way. How can this add to the successful adoption of smart farming technologies? What is the role of ethics and governance in that development, and how will farmers have to adapt?

IoT technologies in the agri-food sector address a set of economic, societal and environmental challenges. The potential for the sector is huge, but the implementation of such disruptive technology faces many challenges such as interoperability of the data, certification and standardisation, re-usability of the components, and lack of awareness and/or willingness from the farmers.

The purpose of this session is to explain why Data generation, its ownership and its value and ways of sharing are at the center of the debate.

Unfolding of the session:

The chair will invite the speakers to present themselves and their field of expertise. Then, the chair will elaborate briefly on the role of data sharing for agriculture before challenging the panel with predetermined questions picked from the topic suggestions below (**35 min**).

At the end, the chair will ask the panel to take questions from the audience (**10 min Q&A**). **Total time: 45min**

Here, the discussion is more important than the presentation. The audience should understand what is at stake when dealing with digitization and why is the "data sharing" at the center.

The session should conclude with a wrap up from the chair.

Proposed topics of discussion for the panelists

The panel debate will deal with the following topics: the data management and the technology deployment:

➢ How is data handled and what are the benefits for the agri food sector? Who owns the data ?

➢ The EU code of conduct for data sharing: why is this needed ? what are its benefits and limits ?

➢ The technical challenges of IoT deployment in the Agri-food sector: interoperability, reusability...how is that crucial ?

➢ Is the deployment of IoT technology encouraging and helping farmers?

➢ What are the possible solutions for facilitating the adoption of these technologies by farmers and by smallholders farmers specifically?

➢ What would be a fair way to distribute the value created through data across the digital agri-food value chain? Are there examples of fair and successful business models?

Panelists Background Information	
	Grigoris Chatzikostas Grigoris is a Business Developer in the field of advanced ICT technologies for the agri-food sector. As Head of the Business Development Department of BioSense, he is building the relationships of the Institute with industry and academia across Europe.
	Ivo Hostens Ivo is the technical director of CEMA, the European Association for the Agricultural Machinery Industry. With a PhD in Bio-Engineering from the Catholic University of Leuven, work experience as technical consultant and senior expert for the Belgian technological industry, Ivo is an expert in all relevant technical legislation for agricultural machinery and is coordinating the industry working groups on agricultural robotics, AI and digital farming.
	Daniel Azevedo As the Director of Commodities, Trade and Technology at Copa Cogeca, Daniel is at the pulse of agricultural developments in Europe. With an engineer's degree in environmental management and planning, backed up with experience at the European Commission and as a policy adviser in Agri-Tech, Daniel has extensive knowledge on smart farming, and the challenges that come with it.
	Chair: Petros Kokkalis, MEP Petros Kokkalis is a member of the Committee on the environment, public health and food safety. He was elected in the 2019 elections with SYRIZA. Having studied at Hampshire College and John F. Kennedy School of Government at Harvard University, he became a businessman as well as heavily involved in environmental issues through his NGO Organization Earth.

Session 3: Long-term vision for the EU agriculture, CAP reform and the place for smart farming: how will it benefit farmers and EU citizens?

The new CAP is on the horizon. What support will new technologies and smart farming receive ? Is there an emphasis on digitalization and research for tackling climate change and environmental challenges ? Will the farmers receive support to adopt these technologies ? The proposals show rather big developments and changes through a simplification of the structure, a new future for direct payments, more environmental concerns, and questions around renationalisation of parts of the CAP. What will be the role of smart farming in all of this, and how will both EU farmers as well as the wider EU public be benefitted by it?

The session really means to look to the future. The positions of the end users of these smart farming techniques should be considered.

Unfolding of the session

The speakers will speak on behalf of the organisation they represent and give the audience a brief overview of the next policy steps that should be taken in the next 20 years. The presentations will also address the expected difficulties and possible solutions. **7 min each (about 20min)**.

The chair will then invite the speakers to have a panel discussion addressing the cross -cutting issues that the agriculture is facing. support schemes to farmers, new technologies to increase competeness, IoT against climate change, is smart farming environment friendly ? does it help with care and biodiversity, food and health quality ? The panel will put the discussion in the perspective of the CAP reform and the expected contributions from smart farming.

Before the end of the session, the chair will invite the audience to ask questions to the panel. The duration of the Q&A with the audience is to be decided by the chair. **25 min**

The session should conclude with a wrap up from the chair.

Total time **45min**.

Proposed topics per speaker:

Doris Marquardt: What is proposed for the new CAP ? How is smart farming helping achieving the EU objectives ? Is smart farming more helpful for the European Commission or to the farmers and industrial players ?

Jannes Maes: "How is smart farming helping to tackle the agriculture challenges ? What is the opinion of young farmers about the adoption of IoT technology in their activity ? Do they see/expect concrete benefits ?"

George Beers: "How does the use of IoT and smart farming contributes to the long term vision of EU agriculture ? in what way is this affecting the faming communities and citizens"

Panelists Background Information	
	Doris Marquardt Doris works for the European Commission, DG AGRI, focussing on the digitalisation of the agricultural sector and rural areas and at Research and Innovation. Doris has a background in agricultural policies, regional management, and environmental planning. . She is specialised in Rural Development, agricultural policy, and agricultural research and innovation. She has experiences in CAP implementation in several Member States, and served as an expert in policy design in several internationally commissioned projects.
	Jannes Maes The voice of youth in this panel, Jannes grew up on a dairy farm in Belgium and has been passionate about agriculture and horticulture ever since. As the president of the European Council of Young Farmers (CEJA), Jannes represents the voice of young farmers in politics and policymaking.
	George Beers George holds a PhD in Management Science with a thesis on project management. He is a specialist in strategic information management in agribusiness. Dr. Beers works for Wageningen since 1991 in several research and management positions. Since January 2017 he is coordinator of the H2020 Large Scale Pilot on Internet of Farm & Food (IoF2020) and the SmartAgriHubs project on Digital Innovation Hubs for Agriculture that started in November 2018.
	Chair: Norbert Lins, MEP With an MA in European Public Management, Norbert Lins has been a member of the European Parliament since 2014. First serving on the Committee on the Environment, Public Health and Food Safety, Norbert Lins is now chairman of the Committee on Agriculture and Rural Development.