

AgriTech 2030

CEMA's Plan for Europe's Agricultural Machinery Industry



AgriTech 2030 maps out the future of Europe's industry for advanced agricultural machinery and solutions towards 2030. It is consistent with CEMA's mission to bring shared expertise and shape EU legislation for the benefit of sustainable farming and the agricultural machinery and solutions sector.

AgriTech 2030 recognizes that:

- Advanced technology solutions are critical for the future success, sustainability and competitiveness of EU farmers and the optimization of farm management.
- Europe has the industrial leadership in this sector, being the world's largest producer of farm equipment and the acknowledged global leader in innovation.

■ The economic footprint of the industry is highly significant, being the largest agricultural input industry and representing more than 300,000 jobs (including distribution and maintenance) most of which in scarcely populated rural areas.

AgriTech 2030 articulates a forward-looking EU policy agenda to stimulate innovation, jobs, safety standards and growth in farming and in the agricultural machinery industry and help to adapt to challenges such as structural change in agriculture, digitization and globalization.

To implement AgriTech 2030, CEMA works closely with the European Institutions, farmers, agricultural contractors and other partner organisations.

AgriTech 2030 focuses on three key areas of work:

1. Maximizing the Industry's Contribution to Highly Productive, Competitive, Sustainable Farming Methods with High Safety Standards

In the run-up to 2030, agriculture faces a formidable challenge: to produce more food, feed, fibre and alternative advanced fuels for a growing world-population from fewer resources in a sustainable manner at affordable prices. Advanced agricultural machinery and solutions play a central role in meeting this challenge. In light of this:

- The EU must recognize the intrinsic link between the farm machinery industry and agriculture in all relevant strategies, policies and product legislation.
- An ambitious, coherent, forward-looking EU regulatory agenda for the farm machinery industry is critical. EU industrial, digital, environmental and agricultural policies must be aligned to provide a supportive framework.
- EU legislation must be appropriate and proportionate to the machinery usage and operation, with impact assessments. A "copy-paste" from the automobile sector adds significant costs for little or no added value. The diversity of crops and practices requires a diversity of specialty equipment produced in small numbers.

- The EU should put a greater focus on self-regulatory mechanisms, including testing and leaner certification systems, to avoid burdensome authorisation procedures that are too complex and too costly for small product series and for the many SMEs active in the industry.



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“Data-sharing and data flows will mark the EU industrial agenda 2019 – 2024 and beyond. Manufacturing processes, jobs and services are evolving as well as our customers' demands.

To provide the best products and solutions, keep innovation levels and global leadership, we call on the EU to put industry at the core of its strategic vision and support the Industry4Europe initiative.”

Markus Baldinger
CEMA Technical Board Chair



2. Bringing European Farming to the Forefront of Digital and Precision Agriculture

Precision Farming and Digital Agriculture are revolutions in the making and drive productivity, waste reduction and pro-active environmental protection. Their impact on the ground can be substantial, through savings on inputs such as water, fertilizers and pesticides, reducing farm-related CO₂ emissions and soil compaction, and optimising yields and quality in agricultural production. Benefits are definable from all types of farm, from large to small. They significantly contribute to the attractiveness of the sector for younger generations of farmers.

Uptake of these technologies is currently dramatically lagging behind the pace of digital technology uptake in other sectors, due to agricultural product margin constraints and associated investment capability.

CEMA sees a strong role for EU and national policy-making to mainstream Precision Farming and ensure a speedy digital transformation in European agriculture, to enhance the technology leadership of EU farm machinery industry, by:

- Providing via CAP after 2020 direct support measures for the investment in green, digital and precision technology as well as knowledge sharing.

3. Strengthening Europe's Industrial and Technological Leadership in Advanced Farm Equipment

World-class innovation is at the heart of Europe's agricultural machinery industry and the global competitiveness of European agriculture. Future EU policies must encourage this industry's global leadership in production and innovation, rather than obstruct it with inappropriate over-regulation, and acknowledge its major contribution to society, by:

- Providing EU research funding in the most promising technology areas, notably automation, robotization, digital connectivity and artificial intelligence.
- Supporting machine developments which promote process-efficiency and CO₂ reductions in agricultural output.
- Delivering high standards of safety, contributing through innovation and fleet renewal to reach industry's pledge to cut on-road fatalities with farm machines in Europe by 50% by 2035.
- Raising the attractiveness of the agricultural and industrial sectors, including through better EU citizens' awareness.

- Increasing use-related EU research funding (through large-scale pilots and digital testbed projects) in order to pave the way for a successful and rapid uptake of digital technology in farming.
- Improving digital skills for current and future farmers and their advisors.
- Strengthening investment in rural broadband across the entire EU to establish a robust digital infrastructure for this farming revolution.

"CEMA members have been at the forefront of the precision & digital farming revolution, with solutions to respond to farmers needs all over Europe. We call on the EU institutions to enable the uptake of advanced technologies, by all farms, in order to widely spread sustainable farming practices; to live up to the commitments set in the 2019 Joint Declaration on a smart digital future for European agriculture and rural areas; and to deliver on the €10 billion for research and innovation projects, to be implemented by the future Horizon Europe programme, for food, agriculture, rural development and the bio-economy."

Gilles Dryancour
CEMA Strategic Committee Chair



- Promoting export of high-quality, high-technology, environmentally respectful European farm vehicles to increase share of third markets with high growth potential.
- Accelerating the mechanization of Agriculture across the world through sustainable incentives and capacity building, with a special focus on developing countries.

"Modern agricultural machines are the way to go for a more sustainable, efficient and environment-friendly farming sector in Europe and globally. Moreover, keeping lively rural areas and competitive farming businesses in the EU will be crucial to ensure there is enough food for EU citizens. The EU must support all segments of the agri-food chain – including machinery and solutions – for today's challenges and for the next generations."

Ignacio Ruiz
CEMA Economic Experts Group Chair

