



PRESS RELEASE

CEMA and EPBA launch joint effort to aid bee-friendly farming practices through training and innovation

Brussels, 7 April 2014 – CEMA and EPBA have decided to explore opportunities for co-operation in training and innovation, with the aim of promoting the deployment and development of technical innovations that support bee-friendly farming practices.

The European Professional Beekeepers Association (EPBA) welcomes the chance to explore with the European Agricultural Machinery Association (CEMA) ways to share best practices and leverage new technologies that enable farmers to minimize the impact of farming operations on honeybees and other pollinators.

Both organizations will join forces to identify opportunities to promote bee-friendly farming methods and will recognize exemplary progress through an innovation award.

Both organizations agree that precision farming holds the promise to reduce the environmental footprint of agricultural production. For this reason, both organisations will provide training materials on how to use state-of-the-art agricultural machinery in bee-friendly farming systems and to raise awareness of new technologies as they become available. In addition, CEMA and EPBA will aim to identify specific areas in which innovation could further help to reduce pressure on bees.

Such areas may include minimizing pesticide use through more precise application technologies, the reduction of bee losses with the help of new mowing and harvesting techniques in certain crops, or the uptake of more advanced and precisely targeted weed and pest control measures.

CEMA and EPBA will also present this initiative to the European Commission's Directorate General for Research in order to explore synergies between funding directed towards research on bee health and research on precision farming, which have not been connected until now.

"CEMA is keenly aware of the need to protect pollinators in agriculture", said **Gilles Dryancour**, President of CEMA. "Our members are investing in research and development for the future of agriculture. Without any doubt, the future of agriculture depends on bees' health".

"The farm equipment manufacturers have already made a significant investment in precision farming and continue to innovate not only towards higher efficiency", said **Walter Haefeker**, President of EPBA. "CEMA shows that innovation in agriculture is not limited to chemistry and biotechnology. In fact, the greatest contribution for a more sustainable future may very well come from members of CEMA leveraging the rapid technological advances to precisely target actions required to protect and cultivate crops."



About CEMA – European Agricultural Machinery

CEMA is the association representing the European agricultural machinery industry. With 10 national member associations, the CEMA network represents both large multinational companies as well as the numerous European SMEs active in this sector.

CEMA represents more than 4,500 manufacturers, generating an aggregated annual turnover of more than EUR 26 billion. 135,000 people are directly employed in the sector, with a further 125,000 people working in distribution and maintenance.

Contact:

Dr Ulrich Adam
Secretary General
sg@cema-agri.org
CEMA - European Agricultural Machinery

About EPBA – European Professional Beekeepers Association

The European Professional Beekeepers Association (EPBA) is an association of beekeeping organisations of EU member states. With 15 national member associations, the EPBA represents most of the professional and semi-professional beekeepers in Europe. EPBA also accepts members from affiliated non-EU countries.

The members of EPBA represent more than 200,000 beekeeping operations with approximately 6 million colonies.

Contact:

Karl-Rainer Koch
Managing Director
karl-rainer.koch@professional-beekeepers.eu
EPBA – European Professional Beekeepers Association
