



## Editorial

The 6th Forum for the Future of Agriculture demonstrates the growing interest in the agricultural sector; this year it hosted over 1.356 visitors from more than 35 countries, including all European countries, Russia, the United States, as well as Asian and African nations. The debates were also followed online by 1.108 visitors who live-streamed the conference, for a total of 2.464 participants. When we take into account those who attended the launch of our Multifunctional Landscapes Roadshow, that number rises to an incredible 2.739.

This is in no small measure due to our vision for the agricultural world; embracing the entire sector without exclusion of any type of agricultural method, production, or geographical location. The Forum looks at solidarity instead of envy, and for solutions that favour the whole of our society.

Besides keynote speeches from Jose Manuel BARROSO, Robert ZOELLICK, and Janez POTOČNIK, the Forum looked closely at the African continent and its incredible potential. It is vital that we understand and support the remarkable growth of African farms and pastures, with Nigerian Agriculture Minister ADESINA stating that 'Nigeria has huge potential, only 40% of the land is properly used'. The Nigerian government has also begun an ambitious new program to generate private sector through government support. Like our Brazilian speaker last year, Minister ADESINA intends to use technology for economic development, stating that 'we should not be afraid of biotechnology - it has the potential of feeding millions', pointing out that drought-resistant maize crops have enormous potential in Africa.

We believe that Africa has started an impressive agricultural growth in those places where both political circumstances and property rights are properly secured. We would be completely blind not to notice that, in contrast, Europe is falling behind other regions of the world when it comes to agriculture.

Our management of the environment has not always been adequate, but according to the analysis of Commissioner POTOČNIK, we have a positive attitude towards protection. To build on this movement, certain NGOs need to get out of their invariably negative attitude and become pragmatic and reasonable, as responsible producers' associations have become. When we can work together in a positive spirit, we can create the needed trust.

It is time for us to give up unfounded convictions, which are unfortunately much too profitable for some, and to accept conclusions based on sound science and risk analysis. The increasing use of the precautionary principle means that we as a society may become too afraid to use, or continue to use, those technologies that can make all the difference in the world.

If we do not adapt and embrace change, we fear that soon farmers can only offer expensive products at a high environmental cost to a crisis-impacted society with a much lower purchasing power.

*Thierry de l'ESCAILLE*  
Secretary General



*T. de l'ESCAILLE, J.M. BARROSO, A.D. QUINTART*

## FFA 2013 urges political leaders to address imbalances in the global agri-food system

On the 5th of March, the Forum for the Future of Agriculture (FFA) took place in Brussels for the sixth time. Bringing together more than 2.400 high-level EU and international participants from farming, industry and policy-making, the FFA called on European and World leaders to seriously address the imbalances in the global food and agriculture system and provide solutions to the following key challenges:

### Enable Africa to feed itself

Delegates were in agreement that the continent has great agricultural potential. To effectively tackle malnutrition and poverty the only realistic solution for the continent is to sustainably increase its production through indigenous growth, coupled with more foreign investments and the genuine political will to improve the lives of African citizens. To increase local food security smallholders need access to modern inputs, infrastructure and markets. They also need advice to enhance both productivity and sustainability, and they need pricing policies to motivate production for the market, especially for subsistence farmers.

### Enhance innovation and sustainable intensification of food production

Converting additional lands for agricultural use is not an option. The way forward is to increase production on the available land while preserving ecosystems and biodiversity, and using fewer resources by applying state-of-the-art science and innovation. To enhance biodiversity on and around the farm, land managers and farmers need affordable, practical solutions which are easy to adopt. The Forum demanded new forms of public-private partnerships to strengthen research and extension services.

➤ **FFA 2013 urges political leaders to address imbalances in the global agri-food system**

**Launch ambitious agriculture policy reforms**

Farmers and land managers need access to the best technologies and innovation to be sustainable, productive and competitive. The Forum agreed that these reforms must support innovation with clear regulations – a vital condition for the transition to more sustainable global agriculture. In addition, financial resources are necessary to provide those public goods for which there is no current market. The Forum also questioned whether the “greening” provisions of the CAP reform were strong enough to meet their sustainability objectives. The conference called on European leaders to strengthen the ambitions of the CAP reform and to provide the necessary means for a sustainable European agricultural and food sector.

**Reduce food waste**

Participants called for better regulation and greater incentives to reduce food waste throughout the food chain and get serious about providing nutritious food and quality information to its citizens. Furthermore, both retailers and EU citizens need to seriously reconsider their attitudes towards food waste; 30% of food going to waste in Europe is a real problem that needs urgent action.

**Multiannual Financial Framework**

FFA participants expressed worries about the conclusions of the last European Council, which treated the EU budget more as an accounting exercise than as an instrument to implement EU objectives such as economic growth and employment.

**Free trade**

The Forum called for an aggressive approach to tackle protectionism world-wide, focusing on where the biggest gains are to be made, namely in existing non-tariff trade barriers.

**Food and feed scandals**

In view of the recent developments around the illegal use of horse meat in food products, the violations in the egg production sector or the appearance of aflatoxin in feed stocks across Europe, the Forum agreed that full transparency, traceability and quality must continue to be the drivers for the EU food chain.

**Better price transferability for EU farmers**

Improving the collective bargaining power of farmers and producers through cooperation and shorter supply chains would help weaker actors get a better price for their products and allow European agricultural products to be more competitive on global markets.

## About the FFA

The annual Forum is an initiative of the European Landowners’ Organization (ELO) and Syngenta. It brings together a diverse range of stakeholders to catalyze thinking on the way European agriculture needs to respond to the major challenges that it faces in delivering food and environmental security. The Forum was created in 2008 in response to a belief that many EU policies impacting on agriculture are focused on solving yesterday’s problems, such as overproduction, and do not deal with the new challenges and market opportunities. Challenges include feeding a growing world population, demand for a higher quality diet, increased demand for renewable sources of energy and changing weather patterns. With limited arable land available, there is a need to sustainably maximize production from that already under cultivation.

In this issue we have the pleasure to present the key points of the seven sessions which covered this year’s Forum. The discussions from the Brussels meeting will be pursued during FFA regional events: **8th of October in Lisbon and 23rd of October in Berlin**. To watch all sessions and additional materials please visit the site: [www.forumforagriculture.com](http://www.forumforagriculture.com)

We take this opportunity to announce that the 7th FFA will take place the **1st of April 2014** in Brussels.

FFA team

## Farming and agribusiness are going through a major transformation



To give the first keynote address and highlight some of the global issues facing agriculture, the FFA invited Robert ZOELLICK, president of the World Bank from 2007 to 2012 and who currently serves as senior fellow at the Harvard Kennedy School’s Belfer Center for Science and International Affairs.

After noting with satisfaction the FISCHLER reform as the most significant change

in EU agriculture of the last decades, he noted that “farming and agribusiness are going through a major transformation” at the moment: in terms of the limits of our environmental sustainability, and the stimulation of new investment in agribusiness.

The first big shift comes from changing global population dynamics – the rise of meat consumption in India and China,

the transformation of Africa and Asia from rural communities to urban sprawl, and the accompanying increase in water use throughout the globe. "Agriculture already accounts for some 70% of fresh water consumption", and M. ZOELLICK predicted a "40% gap between water supply and demand by 2020." Compounding these problems is the mounting scarcity of available use for agricultural purposes.

"The new normal will be continued instability", ZOELLICK noted, and targeted five specific areas that would need substantial improvement: productivity, the value chain, reducing risks, market access and farm income, as well as ecosystems and biodiversity. In different parts of the world, he stated, different solutions would be needed; smallholders and rural women deserve more support in the developing world, while "the second world must look to value-added products and better links to non-food". Meanwhile the developed world should look to increasing its agricultural sustainability.

The World Bank estimates that food demands could double in Africa by 2020, but "the key is productivity growth, not the expansion of agricultural lands". While there are still major issues for African agriculture, such as an estimated 50% loss of produce due to poor infrastructure and storage problems, there are also real causes for hope. The speaker noted with concern that farm sizes in Africa have actually been decreasing over the last years, and urged African farmers to form cooperatives and focus on indigenous foodstuffs and produce.

"Agribusiness", he stated, "is ripe for investment", and estimated that the sector need around \$80 billion per year to maintain and expand its output. This depends on reliable partners and suppliers, retailers with backwards links to provide ecosystem services, and a real need for advisory services for small and medium businesses. Public policy, according to Mr. ZOELLICK, would need to adapt with a new focus on R&D, such as improved plant breeding, and a strengthening of food safety standards.

He closed his keynote address with a call for reduced trade barriers, investment in climate smart agriculture and noted that the current climate is challenging, but "it is also an exciting opportunity for growth and investment".



José Manuel BARROSO

© FFA 2013

## The CAP is a European success

*The Sixth Forum for the Future of Agriculture was proud this year to welcome Jose Manuel BARROSO, the President of the European Commission, as the headline speaker for the conference.*

During his speech, BARROSO strongly defended the European commitment to deficit reduction, improving economic conditions, and a sustainable agricultural sector. On the eve of the CAP reform and just after the Council agreement on the MFF, he noted that "this is the right time to discuss Europe; we have come through the worst of the crisis, but we are not done yet".

Speaking on the CAP and the importance of farmers in Europe, the President stated that there was a real need for all policies to pull in the same direction, and reminded the audience that "the CAP is a European success, without it we would have had 27 different agricultural policies" that would have negated all the benefits of European cohesion – the tools of this Policy can increase value for money for European citizens and farmers. He recognized that the greening of the CAP is of concern to farmers, but stated that "we are making these changes as good as possible" while emphasizing that these measures are about ecological sustainability and the protection of our soil and environment, as well as adapting to the realities of climate change.

Turning to the European economy and the reforms of the last years, BARROSO stated the necessity of "confidence in the EU – in our jobs, the economy, pensions and other aspects – this is at the core of our challenge".

The past strategy of creating growth through debt does not represent true progress, it is only a self-reinforcing bubble, according to the President, and he added that the Commission is creating new rules that can prevent the errors of the past, such as deposit requirements for banks, bonus limits, restraints on hedge funds and others.

"The crisis is not over yet, and we must keep the required reforms", the President stated, while acknowledging the enormous efforts made in countries such as Ireland, Greece, and Spain; reforms that used to be considered unthinkable. According to BARROSO, the good news was that budgets are coming down to the required 3% deficit level, but he also recognized that there were "unacceptable rates of unemployment and depressed economies" that needed to be dealt with. To help alleviate these burdens, he re-stated the new job creation scheme for young people, as well as pro-growth measures that have remained out of the Commissions original proposal for the Multiannual Financial Framework (MFF); "transport, energy, and broadband will be of benefit to the European economy".

After his speech, the President briefly sat down with moderator Stephen SACKUR, who asked his opinion about the new MFF and the large amount of the total EU budget that was earmarked for agriculture. He answered that what happened to the budget was predictable in a time of national economic hardship, but that we should "look at the advantages, rather than anything we do not like". When pressed on the issue of the horse meat labelling scandal, the President was strong in his defence of the EU regulatory systems, stating that "even in the best places, crimes can happen and rules can be broken".



Akinwumi Adesina

© FFA 2013

## Africa: New Ways for food production and economic development

The first panel of the day was dedicated to the theme of Africa, and ways in which the continent's patchy, but sometimes impressive growth could be supported sustainably. Among the topics discussed by the distinguished panel were new hopes for African agriculture, the sometimes unstable political system, creating insurance for farmers, and applying technology such as genetically modified organisms (GMOs). Opening the session, Minister for Agriculture and Rural Development Akinwumi ADESINA of Nigeria demonstrated the huge potential of his country's agricultural sector. He was followed by two respondent; MEP Thijs BERMAN, member of the Committee for Development, and Alexander WOOLLCOMBE, UK and EU policy and Government Affairs Officer for the Bill and Melinda GATES Foundation.

The first theme to be discussed was the remarkable new growth on Africa's farms and pastures; Minister ADESINA commented that while "Nigeria has huge potential, only 40% is properly used", but that his country also represented a rich resource of fresh water. As a response to this low figure, he noted that his country had begun an ambitious new program to generate wealth through government support of the private sector. While the minister did not condone so-called land-grabbing, he stated that "we are looking for partnerships; local communities must have a share" and called for a compact between business and communities. Alexander WOOLLCOMBE supported this notion, and called for "transparency on all these deals".

Thijs BERMAN, however, noted that improvements in agriculture "cannot be sustainable without participatory democracy. If

the voices of rural citizens are not heard in the capital, we will not meet the challenge", and described the corruption in Ethiopia's government as an example of a dictatorship that has created inequality. Minister ADESINA, however, noted that the whole of Africa cannot be considered as one, and that his government had considerably reduced corruption. The discussion also touched on the importance of solid legal frameworks for land ownership, with MEP BERMAN describing the example of Ethiopia's roaming pastoralists, whose land ownership is unclear, but who "are essential for protein supplies"; according to the Parliamentarian.

The second topic of debate was the importance of creating affordable insurance for farmers, especially in the context of natural disasters and the consequences of climate change. Alexander WOOLLCOMBE noted that his Foundation has been involved in

micro-insurance, but insisted that *"we have to adapt it to local conditions"*, as the differences in agriculture, climate, and terrain would make a pan-African approach unworkable. Minister ADESINA agreed with this statement, and said that *"farmers have lost their investment due to [agricultural and climate] shocks – insurance allows people to survive these"*. He added that Nigeria would subsidize the rollout of these insurance schemes through a combination of public and private finance.

Staying with finance, the Minister called for renewed and increased investment in African agriculture, noting that there is a real need to *"leverage savings into growing agribusiness"*. Questioned by Stephen SACKUR, the panel moderator, on the necessity of building strategic stock levels Minister ADESINA further noted that *"What we have in Africa are areas of surplus and areas of deficit – we can remove this asymmetry through improved market information [systems]"* and stated that his government was increasing silo storage as a buffer against fast spikes in food prices. The growth of Africa's population has not been met by a corresponding growth in agricultural pro-

duction, he noted, and *"the key to resolving this issue is political will"*. The Minister also noted with satisfaction that companies like Syngenta partly reimburse small farmers in case of flooding.

The application of technology was another area of interest to the panel, with both Minister ADESINA and Alexander WOOLLCOMBE speaking very favourably. In Nigeria, *"the use of E-wallets in mobile phones has stimulated major chances for seed and fertilizer companies to reach local farmers – more than 100 million dollars' worth of fertilizers has been bought directly by the private sector"*, partly through the use of mobile phones. Mr. WOOLLCOMBE noted that, next to this, one of the most important tools was the use of radio to spread important news for farmers rapidly, stating that while many farmers were illiterate, the radio had an extremely wide public reach. He also called for *"very practical things [such as] drought resistant seeds"* that were key to improving harvests.

Answering questions from both Stephen SACKUR and members of the audience, the panel touched on the issue of GMOs,

with Minister ADESINA stating that *"we should not be afraid of biotechnology – it has the potential of feeding millions"*, pointing out that maize crops that have been adapted to resist drought have huge potential in Africa. There was, however, a real need for a clear policy framework with regard to GMOs. Thijs BERMAN, on the other hand, struck a more cautious tone, stating that the debate around these products had not yet been resolved and that we should rely on *"the precautionary principle, until we know that these products are safe"*. Furthermore, the MEP stated that it was vital that farmers were empowered and in control of food production, not the manufacturers of GMOs. He preferred to see a focus on *"simple, available solutions that we know to be sustainable"*.

Finishing the session, the panel restated its desire for renewed investment for African agriculture, with Minister ADESINA stating that *"the EU and US support their farmers; this is a lesson – we cannot abandon our farmers. One of our core issues is that we have not properly supported farmers [in the past]"* and that this would be one of the big changes in Africa in the coming years.



A. ADESINA, A. WOOLLCOMBE, T. BERMAN, S. SACKUR

# The CAP and the Food Value Chain

The topic of the second session was the CAP and the Food Value Chain, where important issues such as a lack of bargaining power for farmers, food security, and new opportunities to improve European farmers were discussed. The two keynote speeches were given by MEP Paolo DE CASTRO, COMAGRI chair, and Mindaugas KUKLIERIUS, Lithuania's Vice-Minister for Agriculture.

Both of them placed an emphasis on increasing the bargaining position that farmers have across the EU, with DE CASTRO noting that farmers were usually "price takers" – dependent on others in the food chain to set the price, and that a better functioning of food chain was a necessity for improving farming conditions and food safety for consumers. Mindaugas KUKLIERIUS agreed, but stated that in Lithuania, the recent development of farmers' markets where they can bring produce directly to consumers is a very positive step. The President of EuroCommerce, Lucy NEVILLE-ROLFE showed that improved agreements with dairy farmers, along with independent monitoring,

have made positive impacts on both their management, as well as their relationship with farmers. According to her, communication and cooperation across different sectors should be regarded as key to promoting innovation and transparency.

John ATKIN, Syngenta COO, agreed with the lack of market influence for farmers; he stated that he experienced these same issues on his own farm, as well as a dependency on EU subsidies. These subsidies, he argued, should be used to further increase crop productivity while maintaining the high EU standard of sustainable agriculture. Ariel BRUNNER, Head of EU policy for BirdLife International, disagreed with John ATKIN, stating that the majority of Europeans do not think that direct payments are the way to improve the European farming sector, but should rather be used to improve conditions for biodiversity.

On the CAP reform, DE CASTRO cautioned the audience and panel from taking any definite conclusions before the final vote in the week after the FFA, where the

compromise amendments would be discussed. This reform partially drew the ire of Vice-Minister KUKLIERIUS, who warned that the bureaucratic burdens on farmers would be maintained in the new CAP. Christoph BUREN, Vice President of SAF, responded on the CAP reform by stating that it is not only about definitions and distributions, but that the policy "is about supporting the production of both food and public goods". Furthermore, he expressed his doubt about the Ecological Focus Areas, noting that many French farmers were already maintaining such areas, and that any proposed greening should be phased in gradually.

Both keynote speakers and panellists agreed that a further integration of free market policies into the CAP would bring down prices, and, in response to a question from the audience on convergence, DE CASTRO stated that the aim was to gradually eliminate the system of historical payments and move towards a single unified payment system.



J. ATKIN, A. BRUNNER, Ch. BUREN, L. NEVILLE-ROLFE, M. KUKLIERIUS, M. DEMPSEY, P. DE CASTRO



© FFA, 2013

## The Bio-Based Economy

The bio-based economy was the subject of the third panel, where the Chief of Cabinet for Minister-President Kris PEETERS of Flanders read a statement in support of, noting that *“we have to cope with the limits of our natural resources; fossil fuels and land areas are becoming scarce”*. According to the Minister-President, the transition to a bio-based economy was already under way, with an estimated turnover in Flanders of over 2 billion euro’s every year, and an expected tripling of the market for biofuels over the coming years.

Francisco CABALLERO SANZ, chief economist for industrial competitiveness and growth at DG Enterprise, supported the European transition to this economy, noting that it represents a *“necessary and unavoidable step in the process of economic progress”* and that it matched the Commission’s long-term strategy for European growth, as well as its commitment to protecting biodiversity and prevent climate change. He supported public inputs from the sector for three reasons; the proper coordination of markets through EU-guaranteed consistency of product, the potential of different research projects, and the smart use of cascades in the value-chain. On this last issue, he insisted that the creation of bio-energy *“should be at the bottom of the chain”* to demonstrate its actual value, and not value that is

the artificial result of policy interference.

Allen HERSHKOWITZ, senior scientist at the Natural Resource Development Council, meanwhile, questioned the theme of the panel, stating that *“there is no economy outside the bio-based economy; all industries are dependent on nature”*. Listing a long line of environmental problems, he argued that we have so far been undervaluing our natural assets, causing humanity to waste them. In a response to the issue of biofuels from energy crops, he insisted that these *“cannot compete with solar and wind energy”*.

Both the Minister-President and chief economist Francisco CABALLERO SANZ came out in strong support of viable demonstration projects to support the transition to the bio-based economy; these will be vital in showing their practical and commercial value. Mr. CABALLERO SANZ further commented that some of the industries in the bio-based economy were still highly fragmented, and should be better aligned. He pointed to the EU’s SPIRE program, which helps foster dialogues between researchers, industry and all other stakeholders, as an example of the Commission’s commitment.

In response to the last question from panel moderator Matthew DEMPSEY, reporter for the Irish Farmers’ Journal, on whether

we should prioritise food security or greenhouse gas emissions, CABALLERO SANZ said that *“it must be sustainable from all points of view; we must optimally use our own resources”*. Allen HERSHKOWITZ agreed, stating that food security and a good economy are interlinked, and finally urged the panel and audience to change: *“reform must begin with the individual”*, he said, *“you know what to do, the problem is how long it will take and how much it costs”*.



Allen HERSHKOWITZ

© FFA, 2013

## Nutrition and Food Waste

*This panel, held under the theme of both nutrition and food waste, looked at a various aspects such as reducing food waste and loss, the growing obesity epidemic in Europe, the horse meat scandal, and the financing of EU food safety standards.*

Opening the fourth session of the day, Ladislav MIKO, Deputy Director-General for the food chain, DG SANCO, first highlighted two important aspects of nutrition: its availability and quality, where he placed a special emphasis on increasing the availability of healthy food for certain groups in society. On food waste, he noted, there was much to be done to increase information and awareness for European consumers; including teaching proper food storage, meal planning, and purchasing. With regard to food loss, Harald VON WITZKE, President of the Humboldt Forum for Food and Agriculture at the Humboldt University, identified three types of losses: post-harvest losses that generally occurred in the developing world, food waste at the end of the consumption chain, and overconsumption, particularly in rich countries. He pointed out that “only 18% of the [global] population lives in countries where there is overconsumption”, and that even a cut-back by those countries would necessitate increasing productivity.

On the topic of obesity, Monique GOYENS, Director General of the European consumer organisation BEUC, stated that “we are considering obesity as normal” and that not enough was being done by Europe, even though there was a clear demand. She proposed a “traffic light” system, whereby healthy, nutritious food would be given a green light label, and unhealthy food a red light on the packaging. Ladislav MIKO said that much money could be saved by Member being spent on “public health, owing to obesity and cardio-vascular disease”, and that providing correct and clear information would be key.

Briefly touching on the current horse meat scandal, MIKO agreed with president BARROSO’s remarks earlier in the day, in that there is little need for additional legislation, “but rather for better implementation and enforcement of existing laws and regulations” and stated the need for adequate resources. Monique GOYENS, meanwhile, said that the scandal showed that the food safety sector is one of the first to be cut in times of crisis, but that the end-results of such cuts were often far more expensive than ensuring safety and control. Both MIKO and GOYENS were in agreement that funds would need to be available for EU food safety standards to be maintained, and MIKO pointed out that monitoring systems such as the Irish example demonstrated that they can function well, and catch contamination early.

Additionally, Harald VON WITZKE spoke of the European neglect of agricultural developments and their implementation, and warned that there will be “a growing price for agricultural commodities in the future”. He further recommended addressing this issue of price volatilities through market instruments, rather than offering shelter from global competition to farmers.

Finally, in response to an audience question, Ladislav MIKO stated that the EU was examining the issue of increasing urban horticulture in Europe, but stated that there were no results yet that he could share. He was also concerned about the constant pressure faced by politicians to bring down food prices, even at the cost of food safety standards.



H.von WITZKE, M.GOYENS, L.MIKO, M.DEMPSEY

## Sustainable Intensification and Resource Efficiency

*During the final panel of the day, the main topic of discussion was sustainable intensification; how to grow more from the same land while maintaining biodiversity, and increasing resource efficiency. In a highly interesting and stimulating panel, keynote speakers Janez POTOČNIK, EU Commissioner for the Environment and MEP Matthias GROOTE, chair of the EP’s COMENVI, debated issues such as the upcoming CAP reform, reducing reliance on soil inputs such as phosphates, and reducing waste along the consumption and production chain.*

Commissioner POTOČNIK opened the debate with an analysis of the CAP reform and the recent vote in the Parliament’s COMAGRI, arguing strongly for a sustainable and green CAP, stating that “we will give a poisoned chalice to our children if we do not change it, but a golden gift to current producers – our long term production is at stake”. This sentiment was echoed by MEP GROOTE, who confessed to being “shocked” by the outcome of his colleagues vote in the COMAGRI. Both he and the Commissioner argued that it would be hard to justify spending on the CAP to the general public when there was no mandatory greening put in place. Commissioner POTOČNIK also stated that the forestry sector would not be immune from the issue of sustainability, questioning how much forest we could use “without endangering jobs and climate change”.

Furthermore, while the Commissioner acknowledged the problems created by the financial crisis and the resulting lack of resources, he said that “our environmental problems have not gone away, indeed they



CH. GODFRAY, A. BUCKWELL, CH. HEBEBRAND, J. POTOČNIK, M. GROOTE, S. SACKUR

© FFA 2013

have grown". In consequence, he said, the high expectancy and quality of life for European citizens needs to be kept up, but noted declining growth, a fake prosperity based on borrowing, social inequality, and the limits of our planet as real causes for concern. This is why, he said, "we cannot continue without reducing waste everywhere, in our consumption and in our behaviour".



Janez POTOČNIK

In his keynote speech, MEP GROOTE expressed real concern over "permanent race to the bottom, [which is] showing more and more scandals" – noting that agricultural improvements for climate change and Natura 2000 still had not been properly implemented; "we are very far away from the goals established in the European Parliament. Commenting on the Strasbourg CAP vote, he said that it was "completely unacceptable for cross-compliance to be made voluntary".

Turning to sustainable agriculture, Prof. Allan BUCKWELL, Senior Research Fellow at the Institute for European Environmental Policy, noted that the key concept is to "apply more knowledge to the land per hectare", noting that there is still real potential for increased production even in systems we currently believe are high yield. Concerning the CAP, he suggested increasing biodiversity and ecosystem services in "marginal" areas such as land for livestock, and urged the audience to "ensure the non-watering down of cross-compliance". Charles GODFRAY, from the Oxford Martin Programme on the Future of Food at Oxford University, stated that the implementation of sustainable intensification was sometimes about technological barriers, "but very much about large scale social and attitudinal changes".

The concern of Commissioner POTOČNIK about the growing price of phosphorus was shared by Charlotte HEBEBRAND, director

general of the International Fertilizer's Industry Association, who said that phosphate and nitrogen "are both over- and underused" – while their efficiency has been improving in developing countries over the last years, there were still strides to be made, citing increased split application of nitrogen as a good example. Furthermore, she stressed the need for improved contacts with farmers, saying that there are still "basic messages that can be transmitted across the world".

In the question and answer session, responding to moderator Stephen SACKUR on factory farming, Allan BUCKWELL responded that we would see a global increase, particularly in China, due to rising incomes and demands for proteins. With regard to sustainable intensification, he stated that "we can improve feed efficiency and the diet of animals. When we talk only about housing, we limit our options". On a question from the audience about the necessity of greening, Matthias GROOTE answered that "we need active farmers who maintain their environment", while Commissioner POTOČNIK commented that even farmers' "good intentions can have ill effects".

While the whole panel agreed that the issues of sustainable intensification and greening were complicated, Charles GODFRAY urged the audience; "Do not use the issue of complexity to do nothing. We must reward farmers for good behaviour".



Franz FISCHLER

© FFA 2013

# A new era in agriculture

## Closing Remarks of the conference by Franz FISCHLER, FFA Chairman.

We stand at the crossroads, a new era in agriculture. Global shifts and changes are coming, and in the coming decades I believe we can see rising commodity prices.

Most likely, there will also be more volatility. Both outputs and inputs will see more price spikes. This means that the profitability of European agriculture will not increase, as demonstrated by a recent Commission report. However, the same report shows that there will be an increase in income per working unit.

We will, unfortunately, keep losing our agricultural workforce – the sector will continue to shrink.

The policy question is how we will handle

the issue of volatility. Are there new instruments for us to deal with this?

When it comes to the famous theme of sustainable intensification, we have heard a lot today. The necessary aim should be that we have a new decoupling (and you know I am a fan of decoupling); this will be a new decoupling, partially separating output from input. This is needed in industry, as well as agriculture.

What Alan BUCKWELL said on the last panel is important: knowledge per hectare should increase more and more. To that effect, research must increase substantially, even beyond the EU research framework.

We can also turn around sustainable intensification: how do we intensify sustainability? We should include economy, ecology, and even social aspects into the category of sustainability. How do we balance these demands? This question must be answered urgently.

In the bio-based economy, we must answer the same question, but the answer can also lead to new production centres and jobs across Europe.

With regard to food waste and nutrition, we must acknowledge that food waste has a lot to do with social attitudes.

This morning, it was good to hear from Akinwumi ADESINI, the Nigerian Minister

for Agriculture and Rural Development, and how Africans see the future. I was really surprised about the optimism there, and I think that this should convince us to be less pessimistic. Our conditions are usually much better than those in Africa.

On CAP reform, a former Commissioner should not say too much. However, there is one thing in a discussion that is going on in many places; we seem to be headed towards a lost opportunity instead of a success. However, not much has been decided yet, so we will wait for the final outcomes.

The point of equivalency measures with regard to automatic greening is that such a system would make the new measures incomprehensible to European citizens. We will end up with more bureaucracy, and less clarity.

Apart from the greening discussion, we should not accept double spending as this will come before the European Court of Justice.

We will see what happens in the Eu-

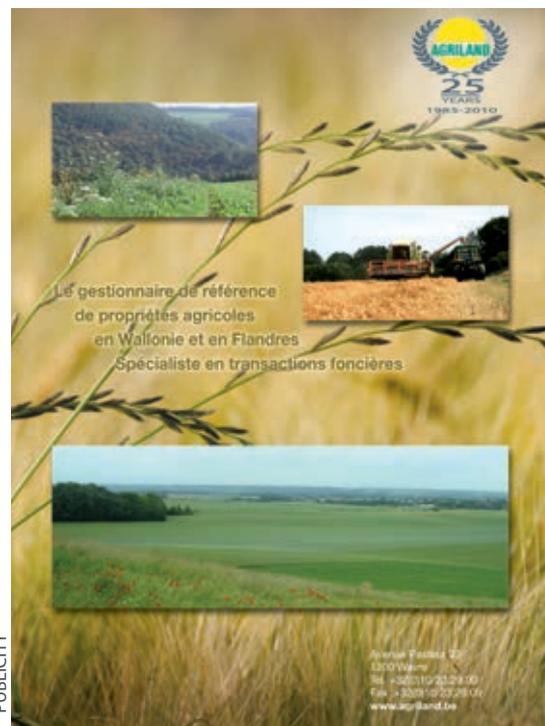
ropean Parliament with regards to the Multiannual Financial Framework, but the idea is that any leftover sums should be shifted to the budget of the following year, but at the same time we must also renegotiate the budget. This combination can only lead to more discussions and less outcomes.

As agreed by the Council, this is not the best outcome, but the Parliament's Resolution, expected next week, will decide the negotiation mandate that will allow it to discuss with the Council if such discussions are agreed.

One element of reform is important: a midterm review gives us new hope.

The next Forum for the Future of Agriculture will take place on April 1st, 2014.

Once again, I would like to thank the audience for coming and for their participation (...), the speakers and moderators, our partners, the staff, as well as the technicians and caterers who made this day possible.



PUBLICITY



© FFA 2013

## Successful launch of the Multifunctional Landscapes Roadshow



A. BUCKWELL, C. TABAJDI, D. KING, T. DE L'ESCAILLE, T. HANIOTIS, M. HAMELL, P. WEISS

*ELO has joined forces with Syngenta and launched a Multifunctional Landscapes Roadshow - a new and innovative approach to create practical solutions for the implementation of the Common Agricultural Policy (CAP) greening measures.*

*"The new CAP will have a profound impact on the way we farm and take care of ecosystem and green spaces. Ensuring a healthy ecosystem is an environmental duty that must be adequately compensated, but that can also bring gains such as increased pollination. Multifunctional Landscapes that can provide both food security and biodiversity protection are the way forward" says Thierry de l'ESCAILLE, Secretary General of ELO.*

The Roadshow will visit 6 European countries (Spain, Poland, Hungary, UK, France and Italy). In each of these, it will discuss greening measures within the national agricultural and policy framework. The Roadshow represents the first step towards developing a growing involvement and joint work at national level, in order to bring forward practical solutions and meaningfully influence European agricultural and environmental policy.

Farmers are key to the implementation of greening measures. The Roadshow will help to identify how these measures can be applied at a local level as all countries have their own characteristics. So each country Roadshow will involve discussions with local stakeholders who can talk about local issues in local languages. The concept of Multifunctional Landscapes

moves the greening discussion from policy to practical solutions with regards to the whole landscape. It takes an integrated approach to delivering multifunctional benefits. The platform provided by the Roadshow also helps the farmers achieve their objectives - sharing and discussing their ideas with prominent stakeholders can help shift the discussion from general policy to available, practical solutions.

*«Our main aim is to provide a platform, at a national level, to foster a balanced dialogue among different stakeholders including policy makers, academics, farmers, NGOs and industries. This will help us be advocates for sustainable intensive agriculture and help to translate EU policy into practical and effective solutions at farm level»* commented Patrick WEISS, Sustainable Agriculture & Stewardship Manager EAME Syngenta.

### Outcome of Brussels Launch Event

The launch event, held during the Forum for the Future of Agriculture (FFA) in Brussels, was a real success and was attended by more than 200 European opinion leaders and stakeholders.

The main outcomes of the event were:

- The emergence of an overall agreement on the importance of greening measures for the safeguarding of our environmental resources.
- There is a debate whether the proposed CAP greening measures can be implemented practically and effectively to benefit the environment and maintain farm profitability.
- Among others key concerns raised are: loss of productive land and farm profitability, lack of valuing existing agri-environmental measures in place, political watering down of pillar 1 greening and widening of the green by definition, the reversion of cross-compliance
- There is a crucial need to bridge the gap between policy and on farm implementation of greening measures. Dialogue between farmers and policy makers across Europe is the first step towards reaching this goal.
- The contribution that such kind of open debate can provide for the implementation of greening measures in agriculture is an essential element to ensure practical and effective policy.



"We need greening because we must treat private and public gains from agriculture as the same thing" underlined Tassos HANIOTIS, Director, Economic Analysis, Perspectives and Evaluations, DG Agriculture, European Commission, during the first session. Michael HAMELL, Head of Unit, Agriculture and Soil, DG Environment added that new measures were a "deep treaty obligation" that must be met, otherwise "tax payers will first pay for the disrespect of farm pollution, and a second time to clean up the mess we have made". "Conserving the greening measures is to prove to society that we can save the CAP budget responsibly" said Csaba TABAJDI, MEP, Hungary, Member of Committee on Agriculture and Rural Development. Both Prof. Alan BUCKWELL (IEEP) and Romano DE VIVO (Syngenta) focused more on the on-farm application of the new measures. Prof. BUCKWELL called for "an intensification of the knowledge applied to all EU land", but also feared the loss of cross-compliance standards.

Opening the second session, Mindaugas KUKLIERIUS, the Lithuanian Vice-Minister for Agriculture, called greening a complex issue having a much broader impact on farms than just 3 measures. Lithuanian farmers, according to him, were very negative about these measures and believed that the complexity of reporting would "turn farmers into accountants". Gunther von der SCHULENBURG, a German landowner, commented that we need to maintain the links between landscapes, and look beyond what we can do on the field alone Tim PIPER, a UK farmer and environmental steward, agreed that greening should only take place on marginal, less productive areas to avoid removing productive agricultural land, and that farmers should be adequately compensated for envi-

ronmental services. In contrast, IEEP's Jana POLAKOVA demonstrated that, broadly speaking, a lot of European agriculture was already up to 3.5% equivalents of EFAs through hedges, streams etc. and that any further dilution would make no real changes to EU landscapes.

The event was followed by a cocktail on a Virtual farm, where the participants had the chance to network and carry on the discussion in a farming environment, created with the help of videos, graphic material and real crops.

### PNi Training Days

To underpin the practical side, each Multifunc-

tional Landscapes Roadshow will be followed by a field training day, where participants can experience PNi (Pollinator Network initiative) and learn more about our integrated approach to improving the ecological value of farmland and maintaining farm profitability.

For further information visit [www.multifunctional-landscape.eu](http://www.multifunctional-landscape.eu)

Multifunctional Landscapes Roadshow Team

**The first national event will take place in Spain on the 25th- 26th of April.**

**For more information please contact Julian-na NAGY (ELO) at [greening@elo.org](mailto:greening@elo.org)**



© FFA 2013

## Why a Multifunctional Landscapes Roadshow?

The Multifunctional Landscapes Roadshow fosters an open debate to help translating EU agricultural and environmental policy into targeted legislation to support a sustainable intensification of agriculture. In conferences across Europe a wide range of stakeholders discuss challenges and opportunities of the implementation of the proposed CAP greening measures to increase sustainability for both - a healthy environment and a productive agricultural sector.

Due to the scarcity of natural resources, climate change, a growing world population and the physical limitation of productive agricultural land, the continued development of sustainable intensive agriculture is essential to increase yields and ensure food security. Using the available productive land more efficiently through intensive agriculture can avoid the need for agricultural expansion into remaining natural habitat that is vital for biodiversity.

The Multifunctional role of agriculture has emerged as a key notion in scientific and policy debates on the future of agriculture and rural development. Agriculture has an increasingly important role to play that goes beyond producing food and fibre. The concept of Multifunctional Landscapes integrates the enhancement of biodiversity and protection of natural resources in intensive farming systems.

Research shows that environmental measures and productive agriculture can co-exist in the same field. Proactive management of field margins and low productive land can significantly enhance on-farm biodiversity and maintain farm profitability. Creating multifunctional landscapes along with the adoption of agricultural technology and innovation will increase resource efficiency and can make a significant contribution towards a more sustainable farming system of the future.

Telemak<sup>®</sup>

webcast  
streaming  
video services

Contact:  
Emmanuel De Groef  
Tel: +32 2 709 10 50  
[manu.de.groef@telemak.com](mailto:manu.de.groef@telemak.com)  
[www.telemak.com](http://www.telemak.com)

## Land and soil Management Award 2012/13

The European Landowner's Organization (ELO), under the patronage of Commissioner for the Environment Janez POTOČNIK, the auspices of the European Commission (DG ENVIRONMENT and the Joint Research Centre), in association with the BOKU and Ljubljana Universities and Syngenta International awarded the «Land and Soil Management Award» on the occasion of the 6th Forum for the Future of Agriculture. The award was bestowed to Marc LE-

FEBVRE for his application of a "Global approach for a sustainable agroecosystem".

Marc LEFEBVRE has received the prize of €5000 and a diploma, recognizing that its actions aimed at improving the environmental and economic performance on their family farm in France.

During the ceremony, attended by around 300 participants, Thierry de l'ESCAILLE,

ELO Secretary General, and John ATKIN, Chief Operating Officer, Syngenta Crop Protection, introduced the award, which was followed by a few words from Prof. Winfried BLUM from BOKU University of Vienna, the President of the Jury, Michael HAMELL, Director of the Nature, Biodiversity and Land Use Directorate, who was asked to give the award to Marc & Susanne LEFEBVRE and their son, Raphael.

### Calls for submission open for 2013:

The ELO welcomes new projects which fits the criteria and contributes to mitigate the threats that European soils faces nowadays.

The application, which you can find on the ELO's website, should be submitted directly by a European physical or legal person, or a public institution working in the field of land use or land management, or indirectly through organizations.

It must contain the name of the project, the mailing address (with zip code), the phone number and E-mail address, an executive summary (maximum 1 page) and the main document, describing the achievements presented for consideration of the award (maximum 20 pages).

For this year's prize, applications can be sent in until the 30 November 2013. Any requests for application or further information may be submitted to the Awards Coordinator of ELO by post or mail at forest@elo.org.



W. BLUM, M. & S. & M. LEFEBVRE, M. HAMELL, T. de l'ESCAILLE, M. TITTERINGTON



A. EELMAA, T. de l'ESCAILLE, C. OTERO, KOSTOPOULOS

### Awarding ceremony of the WILDLIFE ESTATES LABEL

The Wildlife Estates Label has been developed to recognize and admit the exemplary management of territories in Europe. Going beyond the Natura 2000 network, it is a bridge between biodiversity and land management through sustainable land management that facilitates communication between land managers, hunters and local authorities.

The award ceremony took place on the occasion of the 6th Forum for the Future of Agriculture during which ELO and the Wildlife Estates Jury were honoured to award Ando EELMAA for the management of his estate "Kloostrimetsa", partially situated in a protected Natura 2000 area, located in the Harjumaa region in Estonia. This estate is proof that the WE initiative can apply to all EU territories, and we are particularly attentive to the promotion of good management in New Member States. These countries are an essential link for the expansion of the Label and good management practice.

We particularly welcome Mr EELMAA efforts to promote biodiversity through voluntary commitments, especially in forests through specific actions such as natural revegetation and reforestation, the creation of shelters for various animal species as well as hedges and field margins. The estate also implemented improved water management practices and better care of nutrition elements.

For more information about the Wildlife Estates initiative, please visit [www.wildlife-estates.eu](http://www.wildlife-estates.eu).

WE Team



DEUTZ-FAHR.  
AGRICULTURE AND  
ADVANCED TECHNOLOGY.



## DEUTZ-FAHR

Tractors, combine harvesters, telescopic handlers, implements.

Modern styling and the highest standards of comfort. Powerful engines and advanced technology. DEUTZ-FAHR offers a full line range to meet every need. Leading edge technology and advanced precision farming tools, combined with low operating costs, make DEUTZ-FAHR the ideal partner to increase the profitability of your business.

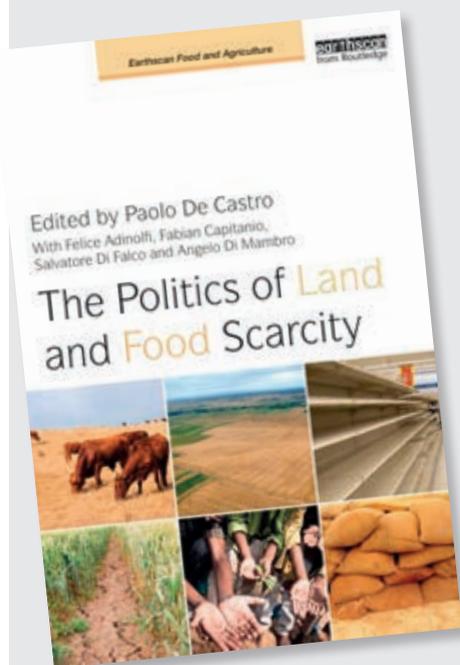
Find out more about DEUTZ-FAHR on [www.deutz-fahr.com](http://www.deutz-fahr.com)

The use of original lubricants and coolants is recommended.



DEUTZ-FAHR is  SAME DEUTZ-FAHR trademark.





## The Politics of Land and Food Scarcity

Edited by Paolo De Castro with four co-editors (Felice Adinolfi, Fabian Capitanio, Salvatore Di Falco and Angelo Di Mambro),

Oct. 2012, 160 pages, Hardback. ISBN: 978-0-415-63823-4.

Food security has taken central stage on the global agenda in recent years. Since the 2007/8 food price crisis, a number of works have been published on this topic, addressing the issue from various perspectives: economic, social and cultural, environmental, agronomic and climate change. Very rarely has there been a comprehensive approach that also includes the crucial issue of politics.

Through a multidisciplinary approach, this book provides an overview of the new global challenges connected with land, food supply and agriculture. It also contributes to engagement with a new global food policy through a political analysis of land and food scarcity, including 'land grabs' by affluent countries in poorer nations. It does not simply raise the debate; rather it aspires to move forward the debate that has started with the G20 meetings. It discusses how national governments, local agricultural policies and supranational entities are facing the new scenario of feeding a growing population when land resources are limited and subject to competing claims.

**Paolo DE CASTRO** is Professor of Agricultural Economics and Policy at the University of Bologna, Italy, and Chair of the Committee on Agriculture and Rural Development at the European Parliament.

**Felice ADINOLFI** is Professor of Agricultural Economics and Policy at the University of Bologna, Italy.

**Fabian CAPITANIO** is Associate Professor of Agricultural Economics and Policy at the University of Naples, Italy.

**Salvatore DI FALCO** is Lecturer in Environment and Development Economics at the London School of Economics, UK.

**Angelo DI MAMBRO** is a freelance journalist based in Brussels, Belgium.

([www.routledge.com/books/series/ECEFA](http://www.routledge.com/books/series/ECEFA)),

## A G E N D A 2 0 1 3

### 13th May, Warsaw

Multifunctional Landscapes Roadshow national event, under the auspices of S.KALEMBA, Polish Minister of Agriculture, co-organised by ELO, Syngenta and Polish Federation of Union of Agriculture Employers, Tenants and Landowners [www.multifunctional-landscapes.eu](http://www.multifunctional-landscapes.eu)

### 13 - 15 May, Rome

FAO International Conference on Forests for Food Security and Nutrition <http://www.fao.org/forestry/food-security/en/>

### 23 -26 May, Toledo, Spain

16th General Assembly of Friends of the Countryside <http://friendsofthecountryside.org/>

### 3 - 4 June, Budapest

Multifunctional Landscapes Roadshow national event, co-organised by ELO, Syngenta; followed by a Pollinator Network Initiative filed day [www.multifunctional-landscapes.eu](http://www.multifunctional-landscapes.eu)

### 4-7 June, Brussels

Green Week 2013 "Cleaner air for all", 13th edition of biggest annual conference on European environment policy, with ELO stand <http://ec.europa.eu/environment/greenweek/index.html>

### 10 - 11 June, Vilnius

General Assembly of ELO, including a public workshop on 11th of June on 'Innovations for a sustainable agriculture' [www.elo.org](http://www.elo.org)

syngenta

Syngenta

Brussels Office

Avenue Louise, 489 - B - 1050 Brussels

Tel : +32.2.642 2727 - Fax : +32.2.642 2720

CountrySide

is a publication of ELO  
in English and French

Publisher :  
Thierry de l'ESCAILLE  
Chief editor :  
Emmanuelle MIKOSZ

Rue de Trèves, 67  
B - 1040 Bruxelles  
Tel. : 00 32 (0)2 234 30 00  
Fax : 00 32 (0)2 234 30 09

countryside@elo.org  
Internet Site :  
[www.elo.org](http://www.elo.org)  
5 Euros