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12th Forum for the Future of Agriculture The next generation

Ertharin COUSIN

12th Executive Director,
United Nations World Food Programme (2012-2017)



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Editorial

Thierry de l'ESCAILLE, Secretary General

Taking responsibility

If FFA2019 showed us anything, it is the importance of taking responsibility. For too long, the political leadership of Brussels has not taken full ownership of the debt they owe the next generation, whether in terms of climate change and biodiversity. Not only have they missed the chance to get private landowners involved, but they have preferred to live and vote for today, while leaving the mess they made for tomorrow – for the next generation.

Clearly, this must change, and we must all bear the responsibility. Land managers have a duty to not just produce food, feed, and the other materials that fill our supermarkets and homes, but to preserve biodiversity and emit as little Co2 as possible. The food chain and industry have a responsibility to reward them fairly, and to create sustainability in their own business. Consumers too must be part of the solution by buying responsibly, wasting nothing, and respecting the work done in the countryside. All of us have duty to the next generation of farmers, foresters and land managers.

However, the transformation cannot happen at the exclusive cost of land managers and farmers. They are ready to do more, if the right tools are in place. Instead of wasting our time defining who exactly a farmer is, we should ask everyone to deliver for biodiversity and our climate. Instead of creating byzantine administrative concepts, we should be encouraging everyone to do their part.

As the IPCC has shown, we have only 12 years left to curb global warming before the effects, especially for the next generation, will become dire. Clearly, a global problem of this nature will require extraordinary political and personal leadership. I hope that this year's FFA has showcased what is already possible and that you will carry the ideas and debates in this issue forward and take your own responsibility.



The FFA2019 Team



Janez POTOČNIK

Fundamental changes needed for a sustainable future

Thoughts from FFA Chairman

FFA2019 Chairman Janez POTOČNIK began the conference by addressing the audience with these strong words: *"We are not sleepwalking. We did that 30 years ago when the scientific community started ringing the alarm. We did it as the first glaciers disappeared and the weather started to change."*

We are not sleepwalking. We are choosing to ignore the fate of tomorrow in favor of a comfortable today. That may be pleasant today – it will even get you elected. But it is not worthy of ourselves, our politics, and certainly not of the next generation of citizens, farmers, consumers around the world.

We are not sleepwalking. We are engaged in an experiment to see who can ignore reality the longest. Unfortunately, the winner of that contest will be the big-

gest loser of all, and they will take all of us with them."

During his remarks, he noted the critical importance of climate change to the future of the food system, as well as the need to finance the transition to sustainable production and consumption models, and that the CAP remains the best-funded tool that the EU has to tackle these questions, but that its current reform did not do justice to the urgency of the moment.

Because of the urgency of the challenges we faced, Mr. POTOČNIK dedicated FFA2019 to the next generation, who *"have as much right as anyone in this room to a sustainable, just and happy life"*. To achieve these ambitions, he called on political leaders in Europe and around the world to take charge, or let the next generation take over, and identified three key issues for them to tackle: the political focus on short-term election cycles which do not offer the chance for long-term sustainable solutions, an economic dependency on consumerism, and the failure of policy makers to deliver a just and equitable transition to sustainable food systems.

During his closing address, the FFA2019 Chairman offered three solutions to help tackle some of the problems outlined

above. First, he noted, the EU and other countries should immediately consider lowering the voting age to make sure that the voice of the next generation is heard now. Second, he urged European leaders to sign *"a Sustainability Compact [which] should demand action on climate change, on our food system, and the full implementation of the Sustainable Development Goals"* along with legally binding targets. Finally, he urged all those in the audience and around the world to take their responsibility as citizens and consumers, and to elect leaders who would be worthy of the ambitions laid out at FFA2019.

However, the Chairman remained optimistic about the future, saying that *"our models show that if we really make an effort, if we reshape our economies and policies to protect the climate, use our resources wisely, behave as responsible consumers, and treat our land sustainably, we can all live well."*

If we act - as we promised the world we would - on the Sustainable Development Goals, if we dare to be brave and bold, if our politicians have courage, we can deliver a better future for the next generation. But only if we really act, not if we just pretend to."



Femi OKE, Ertharin COUSIN

OPENING ADDRESS

“Let’s get serious.”

At the 12th FFA, the opening remarks were made by Ertharin COUSIN. Though most well-known for serving as 12th Executive Director for United Nations World Food Programme (2012-2017), she has been working on food security long before it was ever her job title and continues to work on it to this day.

She opened by boldly stating “let’s get serious.” She gave frightening statistics, emphasizing how important food security is, with 821 million people facing food insecurity in the world. She noted that 500 million farmers provide 75-80% of the world’s food and that many of those farmers are themselves without food, with 70% living in climate challenged areas. With farmers having an average age of 59 even in many sub-Saharan African countries (where the average civilian age is 25), it’s clear that action is needed now.

Mrs. COUSIN was excited that the FFA audience understands that it is not just about “community” but rather it is about action. In July 2018, the G20 committed to work together on waste and antimicrobials, and in September 2018, India increased food security funding. Progress is being made, but sometimes at a too slow and uneven pace, with women and youth often being left behind. She noted that when “program dollars” run out, the activities end. There needs to be sustainable full system achieve-

ments and trust based collective actions, with partnerships across the value chain.

One bold proposal she suggested was eliminating some subsidies, when those subsidies are directed at those who need them least. Mrs. COUSIN also emphasized that agriculture needed to be made more profitable and that forest investment actually decreased in 2017, by almost 30% in some countries and even 31% in African countries. The demand for rural sectors requires capital far in excess of what we have today, and most importantly, there is money to be made in agriculture. There are currently 5 trillion Euros in funds that could be used.

She did note that agriculture and food investment is risky. Her last messages before taking questions were that “we can go to Brussels, Geneva, New York, wherever, but without capital it’s just talk” and “the choice is ours, the time is now... to stop talking.”

Mrs. COUSIN was then interviewed by Femi OKE, Journalist, who took questions from the audience, through Twitter, the FFA website, and amongst the audience present. When asked about how we can accelerate systemic change, Mrs. COUSIN explained that after the 2008 food crisis, everyone focused on yield, but the bigger concern was that no one worked on access to market and food waste. Shockingly, 25% of African food is wasted, which is more than all the food aid currently being provided to the continent.

Regarding a question of how to involve young people, Mrs. COUSIN suggested we need to get more young people interested financially. She suggested that younger generations are hesitant to become farmers not because it isn’t “sexy” but because it isn’t profitable. Another audience member asked Mrs. COUSIN to discuss how to obtain more investments. She mentioned an event in Nairobi where 250 entrepreneurs spent two full days working at a conference to bring in investments. In fact, there is a new app used there to bring food from farmers in the region. Mrs. COUSIN ended with a final call to encourage the development of more processing plants to help combat food waste.



To enhance the role of young people Mrs. COUSIN participated in a special meeting with students after her panel



FORUM FOR THE FUTURE OF AGRICULTURE



Michel BARNIER

SPECIAL ADDRESS

A Green Deal for Europe

Michel BARNIER, European Chief Negotiator for the United Kingdom for exiting the EU, introduced his video message by holding up the Brexit Withdrawal Agreement to the camera. He explained to the FFA audience how the agreement was the result of many months of work which has resulted in an agreement that protects citizens rights, respects current budgets, avoids a hard border for Ireland, protects the single market and protects 3000 geographical indications. And importantly, he argued, it contains a protected transition period to allow the final negotiation of the EU and the UK's future relationship. But despite this, the UK Parliament's inability to come to an agreement on this plan means that a no deal is becoming more likely. And this will have serious impacts in the form of new tariffs, controls and

disruption in cross channel value chains.

And whilst the EU is preparing for this eventuality, the chief negotiator warned the audience that the Brexit will inevitably directly affect the agricultural sector, not least because of the budget gap in the CAP which Commissioner HOGAN is now working to address.

But despite his focus on Brexit, Mr. BARNIER said that he did not see Brexit as the greatest concern. The greatest two challenges we face today, he asserted, are the environment and climate challenge. These challenges bring with them great uncertainty which affects farmers on the front line which is why farmers need to be our first ecologists. Agriculture depends on preserving our natural capital. Biodiversity and climate change do not keep within borders - we therefore need to act at an EU level.

He advocated for our need to build a green Europe, and in doing so gave the four main priorities to this vision. First, to make the EU the first carbon neutral economy by 2050. Second, to lead the way for the responsible use of natural

resources. Third, to make our economy more circular and finally, to fight for biodiversity ahead of the UN conference for Biodiversity in Beijing in 2020. But his concerns, he said were that we need to ensure that this green Europe is not built at the expense of agriculture and industry. On the contrary, it should be a source of jobs and social cohesion, and that we need to continue to push for effective global cooperation and to make sure we have the right tools to protect ourselves from unfair trading practises.

Mr. BARNIER ended his message by warning the FFA that the ecological debt we pass onto our children is as serious as the budgetary debt we pass on. We need to stay engaged, because the future is now.

To know more on Mr. BARNIER's engagement presented during the FFA on a green Europe you can read his article "It's time for a Green EU Deal" on the Project Syndicate website.

SESSION 1

Climate Change: Are we doing enough?

The speakers for this session included Miguel ARIAS CAÑETE, EU Commissioner for Climate Action and Energy, Lesley RANKIN, Researcher, Institute for Public Policy Research (IPPR), Philippe LAMBERTS, Belgian MEP and Co-Chair of the Greens/EFA group, Daniel CALLEJA CRESPO, Director-General for Environment, European Commission, and Jean-Marc BOURNIGAL, Director General, General Association of Wheat and Other Grain Producers (AGPB) in France.

Commissioner ARIAS CAÑETE opened the session acknowledging that since 1990, the European Union achieved a 23% reduction in carbon emissions, however, clearly there are still many challenges ahead. By working together, the agriculture sector has a strong potential to facilitate climate action. Commissioner ARIAS CAÑETE emphasized that we need to work on domestic policies to implement and contribute to long-term strategies, that efforts by farmers to mitigate climate change and a need for reductions in greenhouse gas emissions are needed and that this must be rewarded.

In the panel discussion, Lesley RANKIN,

Philippe LAMBERTS, Daniel CALLEJA CRESPO and Jean-Marc BOURNIGAL considered how the EU can respond to the threat that has been imposed by climate change. Mr. CALLEJA CRESPO echoed the message of Commissioner ARIAS CAÑETE, insisting we must use the EU reform of the Common Agricultural Policy (CAP) as a tool to steer ourselves in the right direction where farmers are rewarded by the system. He emphasized that the EU will not succeed in reducing the impacts of climate change if it does not implement more sustainable practices in agriculture. The faster the agricultural sector adapts and the more ambitious are the EU Commission's proposals, the more sustainable will agriculture become.

MEP LAMBERTS questioned our sense of urgency on climate change and facilitating farmers. While he believes we are "*tweaking at the edges*," the core of the issues remains unaddressed. He argued that CAP is only one aspect of the equation, that we need to re-think agriculture in more terms such as shorter supply chains, structural funds, internal market and capital neutrality, while also emphasizing that we need to protect small farmers; those who are sustainable, productive and hardworking.

Lesley RANKIN contended that in order to improve our systems, we need three shifts in understanding: understanding the severity and pace of the environmental system, implications for human systems and shifting to a society that

is sustainable. Jean-Marc BOURNIGAL called for implementation and investment in innovation systems for farmers, enhancement of precision farming and improvement in biocontrol to reduce and reuse pesticides. Clear expectations of farming requirements for effective climate action are important because farmers face constraints at many levels from local, national and European policies, to expectations to be more sustainable, while also meeting the demands of large populations.

MEP LAMBERTS disagreed with Mr. BOURNIGAL and considered his pitch as an argument for business as usual, relying on technology to save us, because words like "competitiveness" and "innovation" actually mean there will be more automation and mechanisation leading to more demand for oil use. MEP LAMBERTS considered Mr. BOURNIGAL reluctant to suggest solutions that include an actual paradigm shift.

The session concluded with all speakers agreeing that more support and consideration for farmers is essential when addressing climate change and agriculture, but requires rewarding farmers who provide a service to humanity. The variability and unpredictability of the effects of climate change will unfortunately also be the burden of our next generation, but the least we can do in the present is to facilitate the next generation before we pass off the brunt of the responsibility.



Jean-Marc BOURNIGAL, Lesley RANKIN, Philippe LAMBERTS, Daniel CALLEJA CRESPO, Fiona HARVEY



Wiebe DRAIJER, Emmanuel de MERODE, Alexander EL ALAOUI, Jeremy OPPENHEIM, Femi OKE

SESSION 2

Financing sustainability: What is growth in the 21st century?

The panel focused on how sustainability needs to be equally attainable for banks, farmers, and regulators. Having the right incentives and ambitious goals like reducing food waste by 50% by 2030. But that will be only possible with the necessary funding.

Wiebe DRAIJER, chairman of the managing board of Rabobank and a keynote speaker began by noting that even if the Paris agreement goals are upheld, we are facing a 3.2°C increase in temperature by the end of the century. He explained that the sector most affected by climate change is agriculture. Mr. DRAIJER informed us of how a farmer in Australia lost half of his flock to drought, and then soon after lost the other 50 percent to flooding. He told the audience that it is easy to say “I’m doing my part” but we need more action and more changes. CAP is a good start and will help systems change, but we need to “put keys in the hands of the farmers.” With these extreme events of climate change, he says, we need to make the system adaptable. His company created a 1 billion Euro fund, including significant investments

in Brazil and Indonesia to support sustainability. Rabobank also worked with the WWF in the Netherlands to provide discounts for biodiversity. These and other programs are expected to reduce food waste by an astonishing 50 percent in the following decade.

Jeremy OPPENHEIM, Founding Partner of SYSTEMIQ, representing the Food and Land Use Coalition (FOLU), Alexander EL ALAOUI, Director of sustainable investments, Salm-Salm and Partner, and Emmanuel DE MERODE, Director, Virunga National Park, joined him for a Q&A session. Together they answered questions from a worldwide audience. Mr. EL ALAOUI noted with concern that some companies actually increased coal production in the past few years and suggested what we need to do is change the farming educational system. Mr. DRAIJER discussed that sus-

tainability needs to be equally attainable for banks, farmers, and regulators.

Mr. OPPENHEIM commented on how catastrophic the 3.2°C rise would be. He explained that 1 trillion Euros a year for 10 years is what is needed, with significant portions of these funds going to natural habitat rebuilding and personnel. When asked where funding would come from, Mr. DRAIJER explained that part of the challenge of investing is that farmers often do not immediately see returns. Mr. OPPENHEIM proclaimed “we need not only the “Gretas” of the world, but future generations too, with incredible technology and real change.”

Mr. DE MERODE mentioned how it has become trendy to mock subsidies and explained how effective they can be when used correctly, citing a region in Italy that was seeking to use coal, but was provided enough capital to create renewable energy in the area. Mr. DRAIJER said that “if we provide incentives, then these [things] will get done.” Mr. OPPENHEIM commended Mr. DRAIJER and hoped that others would follow Rabobank’s lead, while Rabobank scales up even further. He also explained that change needs to be driven by entrepreneurs and innovation, not by rules and laws. Mr. EL ALAOUI echoed this sentiment stating that companies need to promote future outlooks or they will not survive.

Mr. OPPENHEIM expressed concern for food waste, noting that as long as food is underpriced then food waste will remain high. Mr. DRAIJER hoped discussions of agriculture would continue from here to social networks while Mr. DE MERODE and Mr. OPPENHEIM ended with a message that ultimately it is the financial institutions and investments that will provide the necessary funding to make everything possible.



To enhance the role of young people Mr. de MERODE participated in a special meeting with students after his panel.

AFTERNOON KEYNOTE

Global veganism

Heather MILLS, vegan and founder of VBites, was introduced by a video which showed how, at the age of 24, she lost her leg in an accident. However, thanks to her courage and optimism she became the activist, author, entrepreneur and charity campaigner she is today. Heather's key role in life is solving problems, in any area and in a simple way. She has won 4 gold medals and holds the world record for the fastest disabled woman on skis, and is convinced that the vegan business is going to be the future for everyone.

Ms. MILLS started her speech by explaining her background. She comes from a UK family who did not have a lot of money when she grew up. They ate meat once a week. After her accident where she lost her leg, she spent 4 months in hospital with an infection from which she had difficulties recovering and which threatened a further amputation to above her knee. However, after 2 weeks in the US following the Hippocrates Raw food diet, she was healed. From that moment she became a vegan and started learning about food science.

Her company VBites currently has over 130 plant-based products available. "We can make things from a multitude of plants", she explained. "VBites does more than that, we help the local community and help small start-ups not to be taken up by big companies, so that products can be made locally", she continued. "We also offer free research and development help to companies."

"The simplest and quickest solution for solving a number of problems is that everyone goes vegan"; she also urged for the need for traceability of where our food is coming from. "Products need to be manufactured and produced locally", she stated. "There is a great imbalance: supermarkets get everything while fam-

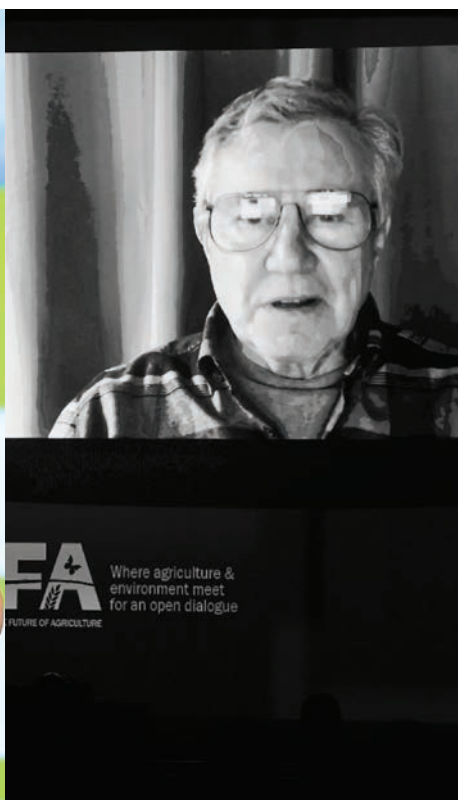
ers get squeezed. A proper regulation is needed to determine margins; the minimum needed to protect farmers."

Ms. MILLS concluded her speech by emphasising that 10 years ago she already highlighted this urgent threat of climate change and of veganism being the solution. "Let us not be here again in 10 years' time from now, having this same conversation, with the same solutions we gave 10 years ago."

One member of the audience however argued that one should be cautious on this statement. "Veganism is still relying on annual crops, there are more effective ways from the environmental perspective to tackle climate change, and a better understanding is needed", he stated. She replied that VBites has 130 products with very different herb and plant input. "My main point is that we have to move away from dairy. And that the solutions are there", she said.



Heather MILLS



Teleri FIELDEN, Bernie KRAUSE, Jenny DU

NEW PERSPECTIVES

Inspiring the next generation

The New Perspectives discussion encompassed three fresh perspectives in the fields of environment and agriculture: Teleri FIELDEN, First generation farmer/shepherdess in Snowdonia, Wales, Bernie KRAUSE, American musician, soundscape ecologist and founder of Wild Sanctuary, and Jenny DU, Co-Founder and Vice President of Operations for Apeel Sciences.

Teleri FIELDEN opened the discussion affirming *"People who try to change the system need to understand the system. We need to understand the realities farmers face every day."* Ms. FIELDEN shared her story of becoming a young farmer and shepherdess. The subject of her presentation was understanding and learning more about what the life and work of a farmer actually entails. Leaders and representatives who make decisions and policies about farming should visit farmers and share a dialogue with them in order to understand their point of view before the best decisions can be made for the future as it directly affects them.

Following Ms. FIELDEN was a soundscape experience shared from California and created by Bernie KRAUSE. Mr. KRAUSE has concentrated on the recording and archiving of wild natural soundscapes from around the world. His research demonstrates the impact of human activity on the natural world. The lights were turned down as the audience listened in. His examples of soundscapes demonstrated that a healthy habitat has sounds of mammals, birds and insects in clearly defined niches known as "biophony." What remains after clear-cutting is a distinct reduction in biophony, and sometimes even complete silence.

His research showed that while trees may have regrown after being logged or clear-cut from a habitat from an image perspective, the soundscape painted actually a very different picture, one where animals once thriving were no longer there. Mr. KRAUSE explained that when he returned to some sites, the environment had changed so drastically, there were no longer any sounds of biophony or, on an even sadder note, animals lost without their companions, searching and crying out to find them. His work is undoubtedly a valuable tool in documenting how humans can have a drastic impact on an ecosystem.

Jenny DU presented the motivation of Apeel Sciences, a company which developed a thin, edible coating that can double the shelf life of foods like avocado, asparagus and citrus. Made from plants, their products help farmers and retailers maintain produce quality and greatly reduce food, water, and energy waste from farm to kitchen. Apeel preserves food longer by regulating water loss and reducing oxidation. While this began as an American company, they are expanding their services to the Netherlands and Mexico, hoping to help the global food system and all who depend on it by improving food quality, reducing waste and ensuring an abundant future for the planet.

These three speakers provided great insight into the various aspects of nature that are affected by environment and agriculture exclusively and collectively. Perspective is an extremely powerful tool. When we explore alternative perspectives, we obtain greater insight into the experience of others. By stepping outside a fixed method of evaluating problems, we can make effective decisions and create useful change for environment and agriculture.



Faustin BAS-DEFOSSEZ, Rudolf MÖGELE, Valeriu Andrei STERIU, Galina PEYCHEVA-MITEVA, Fiona HARVEY

SESSION 4

A CAP for the next generation?

The panel main question remained how to do more now and faster. All agreed that the answers must be included in the CAP post 2020.

Commissioner HOGAN opened his speech by recognising that there is now a wide spread recognition in the farming sector that climate change and the environment are significant challenges. Acknowledging the raft of problems that need to be addressed at the farm level, including improving carbon efficiency, bringing down agricultural emissions and addressing nitrate pollution, he explained to the audience that whilst farmers are most affected by these challenges, they are also key to its solution. The issue, he said, is that we need to do more now, and faster. The question was how.

According to the Commissioner this is partly answered by his proposal for the CAP post 2020. Farmers, he asserted, need to move away from seeing the growing and selling of commodity crops on markets as the most honourable form of farming. Instead they also need

to see the production of public goods for financial incentives as equally legitimate. He rationalised that the only way we can shift to this way of thinking is to provide a carrot (the CAP) and stick (regulation) approach.

Recognising the failure of the previous greening reform to produce the results that are needed, the Commissioner explained to the audience how his proposal for a new 'green architecture' will address many of these environmental issues by encouraging farmers to produce public goods. He explained the new concept of eco-schemes in Pillar I of the CAP, an annual scheme that whilst compulsory for Member States will be voluntary for farmers. This, he explained, will further benefit from the addition of the traditional multi-annual voluntary schemes in Pillar 2.

He also went on to warn that sustainability is not just about the environment, but also about economic sustainability and rural vitality. Farmers, he argued, are the only ones which manage the land and therefore can be called upon to supply these public goods that we want. How, he asked, would a separate nature fund, as has been advocated by some, access the land?

But the Commissioner took this opportunity to warn the audience that, "if we

don't deliver this CAP, we won't have the support for the next CAP" because farmers need to show the results of the policy to justify the funds to the taxpayer, otherwise they will be diverted to other objectives.

On the subject of the recent vote on the draft bill, the Commissioner said he was confident that the text in the proposal was 'stable' and could be used to inform voters in the upcoming elections.

The speech had mixed reactions from the panellists. Deputy Director General of DG AGRI, Rudolf MÖGELE mirrored HOGAN's view of the positive response to date from the European Parliament regarding the proposal. A farmer from Bulgaria, Galina PEYCHEVA-MITEVA welcomed the speech because it valued farmers who feel demonised and unrecognised for their contributions for sustaining rural life, a view which was echoed by a Member of the Chamber of Deputies at the Parliament of Romania, Valeriu Andrei STERIU. But Faustine BAS-DEFOSSEZ from the IEEP was not so quick in her praise, and criticised the lack of ring fencing of the eco schemes budget in Pillar 1 and urged the Commissioner to push for stronger conditionality to avoid the myriad of opt out clauses and loopholes that marred the current CAP.

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Mette LYKKE, Stefan GOETHAERT, Rob HAMER

SESSION 3

The Next Generation of Consumers

With the theme of the FFA focusing on the next generation, the following panel highlighted the way in which we need to seriously cut our food waste, understand the direction of consumer behaviours and the role played by retailers.

Representing different consumers across Europe and the Globe, the panel featured Mette LYKKE, CEO of Too Good to Go, Steffan GOETHAERT, Managing Director of Colruyt Group and Rob HAMER, Vice President of Agrifood External Affairs at Unilever.

A running subject seen during the day was food waste. *"More than a third of food in this world is wasted, and we think it's insane."* Attempting to find a solution Mrs. LYKKE set up Too Good to Go, a free app that links consumers with businesses with surplus food that is then sold at a discount at the end of the day. Furthermore, for Mrs. LYKKE, the way in which we label food is a big issue, as consumers perceive *best before* and *use by* as synonyms which are regularly *"a cause for unnecessary food waste."* In Denmark, the company have been involved in a campaign that has resulted in Unilever changing their date labelling. This

is expected to highlight to the consumer that food labelled *often good after* is still edible.

Tackling food waste was also high on the agenda for the other panellists. Mr. GOETHAERT pointed out that it is just as important to avoid or limit waste in the first place. He went on to explain that as a retailer, they have a social responsibility towards the next generation of their consumers and the rest of the supply chain. Colyut has been challenging their farmers in order to improve situations that can often arise in volatile markets, *"we often come into the picture when there are issues."* The company have been working with their dairy farmers to look at solutions, resulting in a programme whereby dairy farmers are given a fixed price for a fixed term for a volume of their milk. This aims to provide a consistent income for the farmer and to improve the retailer and farmer relationship. Focusing on food waste, Mr. HAMER raised the problem that we currently do not use 100% of our agricultural crop. *"We should be adding the value to food that it deserves"*. Shamefully fruits and vegetables that are the wrong shape or colour often are not even put on the shelf.

Summarising, the panel agreed with Mr. HAMER that the next generation of consumers will *"be working with us, rather than just receiving what we are*

producing." Within Europe we are seeing more single person households, increasing demands for food that is healthy yet affordable and food that is convenient. They have a more eco-conscious outlook on the way they shop and on food provenance. There is a demand for natural and ethically produced food which results in more variations in diets and lifestyle choices. Across Europe we have also seen millions of school children take to the street to protest for climate actions. Yet the link between food waste and climate change needs to be stronger. Through reducing the former, it can lead to a reduction in the latter.

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“GROW Observatory” project: Unanimous winner of the Soil Award



The Land and Soil Management Award rewards land use and soil management practices mitigating soil threats such as degradation, erosion, reduction of organic matter content, contamination diffusion, and compaction as well as the reduction of soil biodiversity, salinization, sealing, flooding and landslides. In doing so, the award sheds light on outstanding achievements, encourages new concepts of land and soil protection and their implementation in land management, and also enhances awareness on land and soil functions.



Endre DOBOS, Drew HEMMENT, Daniel CALLEJA CRESPO, Claudia OLAZABAL, Luca MONTANARELLA

Under the auspices of the European Commission (DG Environment and the Joint Research Centre), in association with BOKU and Ljubljana Universities and Syngenta, the ELO awarded the prize to „GROW Observatory”, a project submitted by the UK, but based on an EU project including the cooperation of 18 institutions in Austria, Italy, UK, Spain, Greece, Belgium and

Hungary. The Jury, under the presidency of prof. Martin GERZABEK, ranked this project first not only thanks to its innovative concept of the citizen science approach, but also because it deals with soil moisture as being one of the most important production factors in agriculture. The data, mainly soil moisture data, are collected by a large number of farmers, and so makes the project a highly innovative citizen science project and an educational project for the agricultural sector. It further aims to demonstrate that a Citizens' Observatory can deliver widespread uptake, robust science, societal impact, and be sustainable.

In addition, the Jury awarded a special recognition for Breakthrough in Soil Technology to John Deere company for the “Precision Nutrient Management by near-infrared spectroscopy” project as a completely new technology for managing the nutrient cycle more sustainably and to improve the efficiency of the use of manure fertilizer.

For additional information on the Land and Soil Management Award please consult our website: www.elo.org

Wildlife Estates: showcasing best practices in private conservation



The Forum for the Future of Agriculture (FFA) and the Wildlife Estates Label (WE) showcase best practices in agroecology and private biodiversity conservation

The Wildlife Estates (WE) Label is the largest private biodiversity conservation label in Europe. It represents a network of exemplary territories which voluntarily implement active management practices in order to enhance biodiversity on their land.

The WE label highlights the key role of private land management and responsible land use in safeguarding biodiversity. Above all, it demonstrates that managed land, whether for agriculture, forestry, hunting, fishing, or ecotourism, can be directly beneficial to biodiversity when done so responsibly.

The project now includes almost 330 estates covering over 1.6 million hectares, of which more than 400,000 ha are designated as Natura 2000 areas. On 9 April, a new territory was awarded the WE Label for its outstanding wildlife management and conservation efforts: “Nesselrode Forst” in Germany which is owned by Nannett of NESSELRODE and Maximilian of NESSELRODE. Thierry de l'ESCAILLE, Secretary-General of the ELO and Daniel CALLEJA CRESPO, Director General for Environment at DG Environment of the European Commission welcomed the work undertaken by these estates to halt the loss to European biodiversity.



Konstantin KOSTOPOULOS, Nannett of NESSELRODE, Daniel CALLEJA CRESPO, Thierry de l'ESCAILLE

The label is present in 19 Member States and regions. It promotes the benefits of active management of private land among key stakeholders and engages both the private and public sectors in mutual cooperation to halt the loss of biodiversity.

If you would like to know more about the Wildlife Estates Label, please visit: www.wildlife-estates.eu.



Klaus KUNZ, Michael HAMELL, Janez POTOČNIK, Allan BUCKWELL, Per KUDSK

What is the Future of Crop Protection in the EU? The Pre-FFA Stakeholder Debate

The RISE Foundation organised a workshop to initiate a debate with panel members and the audience on the new study on crop protection that RISE recently started.



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Janez POTOČNIK, Chairman of the RISE Foundation, opened the workshop by emphasizing that an urgent transformation is needed, and that agriculture should be part of this transformation. *"Pesticide use in our current agricultural system has on the one hand significantly reduced yield loss and improved product quality, but on the other hand considerable concerns have arisen over negative impacts on the environment and human health. So which path should we take for crop protection?"*

The Director of the RISE report, Emeritus Professor Allan BUCKWELL, started by describing the current picture of unhappiness by all the stakeholders involved - the public, farmers, industry, environmentalist and regulators - with our system of crop protection. He explained the EU regulatory framework such as the Sustainable Use Directive (SUD), whose overall objective is to reduce the harm of pesticides, which may require a reduction in its use. He highlighted that the SUD is not only about Integrated Pest Management (IPM) and showed that pesticide sales in the EU have not declined since the regulation came into effect. Allan BUCKWELL

then asked the panel and the audience what is inhibiting IPM from reducing the usage of plant protection products?

The first panel respondent, adjunct Professor Michael HAMELL of the University College of Dublin, highlighted that there has been very good progress on IPM in the *protected crop area* and some dynamic progress in the orchards and wine sectors. However, there has not been a lot of development in the *grand culture*. He argued that we have a robust system in place but with some problems. These problems are mostly due to poor implementation of the SUD.

Professor Per KUDSK, Head of the Crop Health Section of the Aarhus University in Denmark, sees IPM as an important tool to reach the SUD goals. *"The definition of IPM however is not straightforward"*, he stated. He defined IPM as *"combining different suppressive tactics with the ultimate goal of reducing reliance on plant protection products"*. He argued that an IPM indicator should be developed, such as a credit system or a check list, which farmers would be able to use as a self-evaluation tool.

The last speaker of the panel was Dr. Klaus KUNZ, Head of Sustainability and Business Stewardship at Bayer Crop Science. He stated that it is an all shared responsibility to close the gap to what farmers need and what society expects. Klaus Kunz demonstrated that precision farming and biotechnologies are opportunities for crop protection applications. *"New data produced with digital farming, can give new insights which can be used to increase trust"*, he concluded.

Janez POTOČNIK closed the panel session by urging all to look at the current problem through the circular economics perspective and to think of different kind of economic models. *"We don't need cars, we need mobility. We don't need plant protection products; we need protected plants."*

A debate followed with the audience in which several participants acknowledged that precision agriculture and digital farming could be part of the solution, as well as the importance of publicly funded advisory services to bring IPM knowledge to the farmers.



Juan Carlos SANTIAGO, Pierre-Olivier DREGE, Jurgen TACK, Emmanuel de MERODE, Hazel WONG

Pre-FFA event on Economic models of sustainable management

The keynote speaker Emmanuel de MERODE, Director of the Virunga National Park, a UNESCO site situated in the DRC, explained his vision of its future development. Under his leadership the Park has embarked on a groundbreaking initiative known as the Virunga Alliance which focuses on unlocking the potential of the natural resources of the Park and its surrounding area for the benefit of local communities.

The Alliance identifies three main sectors for development—tourism, sustainable energy and access to credit. He emphasized that the protection of the environment must go hand in hand with the development of the agriculture sector, explaining that in North Kivu 4 million small farmers are living in the densely crowded region without infrastructure and wracked by periodic conflicts when next door lies highly fertile land dedicated to nature conservation. He stressed that only by involving these local people in direct or indirect employment, and by creating new opportunities and services like ac-

cess to hydroelectricity is a sustainable, or even only basic nature protection, possible. The radically falling numbers of civilians killed, severely wounded or abducted in Virunga National Park he shared with the audience were the proof that his approach is the right one.

Hazel WONG, Director, The Nature Conservancy, brought the participants from Africa to USA, sharing her inside knowledge of public investments on farm lands. She explained the importance and the components of the Farm Bill 2018, focusing on Conservation Programs dedicated to farms, ranches and forests. She noted that the TNC is also involved on a global scale based on its national experience of over 100 years in conservancy where a decent income and livelihood is always ensured.

Juan Carlos SANTIAGO; Director, Forasteria, shared his experience on to the development of projects related to sustainable agriculture in arid areas, specifically in countries of the Arabian Peninsula and the Persian Gulf. Being involved for more than a decade in various companies in that region he explained the transition from an economic model of intensive agriculture to a more sustainable one based with the evolution of agricultural technologies.

Pierre-Olivier DREGE, ELO President, focused on private land conservation in the EU. He reminded us that while

private landowners make use of land to build successful business models there is an increasing pressure to integrate nature conservation in these economic models. Participating in Europe's nature conservation efforts is evident, but the instruments proposed must combine sound economic activity with nature conservation at different levels according to the possibilities, needs and interests of private landowners. He echoed the previous speakers by underlining that only if people are given the choice to engage can, their involvement in nature conservation be successful.

A passionate QA session followed moderated by Jurgen TACK, ELO Scientific Director. While sustainability has always been a combination of ecological, social and economic models, the participants debated whether any additional successful factors of a good sustainable business model could be added. It was also asked whether today's economic systems need a drastic re-think to solve the worldwide problems such as biodiversity loss and climate change.

The pre-FFA event was closed by Fabio TERRIBILE and Angelo BASILE presenting the LandSupport Horizon 2020 project and its decision supporting tools. To find more about it please visit the website: www.landsupport.eu

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Diary dates

6 May, EESC, Brussels

Final conference of the FEAL (multifunctional Farming for the sustainability of European Agricultural Landscapes) project
<https://cs.feal-future.org/en>

13 - 17 May, European Union

EU Green Week
www.eugreenweek.eu



14 May, Bucharest, Romania

Forum for the Future of Agriculture regional event
www.forumforagriculture.com/ffa-regionals/

23 - 26 May, European Union

Elections for the European Parliament
www.europarl.europa.eu/at-your-service/en/be-heard/elections

23- 24 May, CoR, Brussels

Conference on "Biodiversity and Ecosystem Services: a Common Agenda to 2020 and Beyond" – with ELO active participation
<https://cor.europa.eu>

4 - 5 June, Helsinki, Finland

ELO General Assembly
www.elo.org

13 - 16 June, Anjou, France

22nd Congress of the FCS: "Facing the challenges of a changing world - a French perspective"
www.friendsofthecountryside.org

25 June, Brussels

Final conference of the CARE-T-Farm project
www.care-t-farms.eu



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The next generation

This annual Forum was founded by the European Landowners' Organization (ELO) and Syngenta; they were joined by Cargill, WWF Europe, The Nature Conservancy, Thought for Food as strategic partners, and had the support of the Romanian Presidency. The FFA brings together a wide and diverse range of stakeholders to inspire new thinking on how European and global agriculture needs to respond to the major challenges of delivering both food and environmental security.

The Forum was created in 2008 in response to the belief that many of Europe's agricultural and environmental policies focused on solving yesterday's problems such as over-production. The FFA instead deals with the challenges and market opportunities of the future.

These include: feeding a growing world population, demands for a higher quality diet, developing renewable sources of energy and changing weather patterns. With limited arable land available globally, there is a need to maximize production on existing cultivated land, but to do so in a sustainable manner.

The theme of the Forum for the Future of Agriculture was 'the next generation' and explored the urgent changes needed in the food system if they are to be left a sustainable planet. During the day, FFA2019 explored the consequences of climate change, greening the financial sector, food and consumers as well as the common agricultural policy. Global leaders, farmers, activists, politicians and many others joined Chairman Janez POTOČNIK on stage to discuss these issues and much more.

The discussions in Brussels will continue during the FFA2019 regional events, taking place in Romania on the 14th of May and in Ireland in September.

The FFA Team

For full videos of all sessions, additional interviews and more, please visit
www.forumforagriculture.com



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