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AGRICULTURE an old profession … but it's becoming more and more fashionable!!!

Pekka Pesonen
Secretary General
Copa and Cogeca

#DynamicAgri
@copacogeca
@Pekka_Pesonen

Who are Copa and Cogeca?

Two organisations….

COPA
Created in 1958, Copa represents 23 million European farmers and family members.

COGECA
Created in 1959, Cogeca represents 22, 000 European agricultural cooperatives.

Copa and Cogeca
In 1962, a joint Secretariat was created, making it one of the biggest and most active lobby organisations in Brussels

Technology needs to deliver…

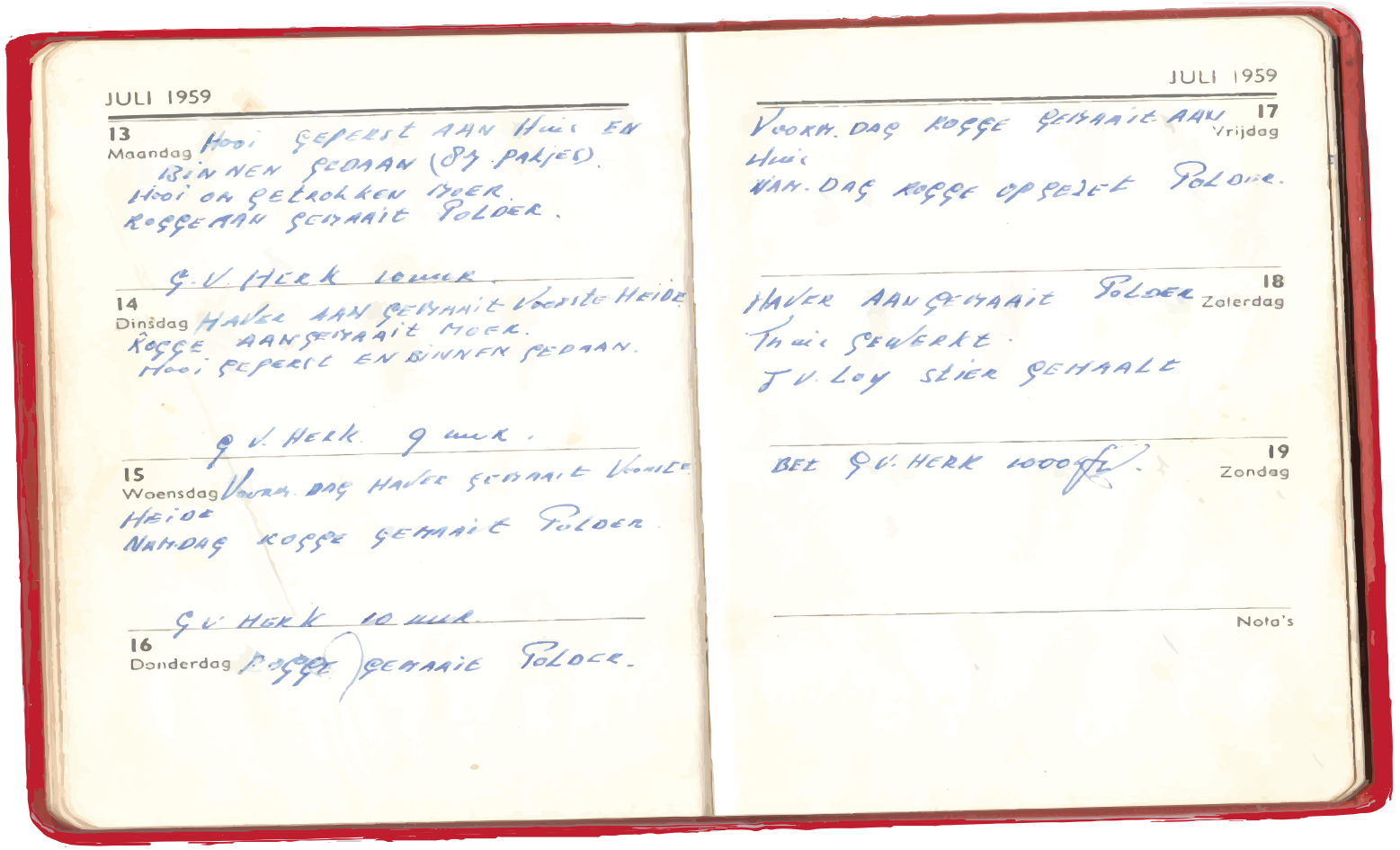
- Improve use of resources;
- Foster farming entrepreneurship in line with dynamic markets, consumers expectations and respect for environment and rural communities



- Optimize the use of market related tools, facilitating sales and competitiveness of EU farmers on a global scale
- Assist farmers to negotiate a better position for themselves in the value chain
- Improve living conditions of farmers and their families

Innovation needs to provide concrete solutions and all farmers need to access latest technology in order to respond to dynamic markets and maintain high quality of agricultural produce!

Collecting data back in 1959 → precision ag - grandpa style: optimising resources



JULI 1959

13 Maandag Hooi geperst aan Huis en binnen gedaan (87 baljes).
Hooi omgekeerd moer.
Rogge aan gemaait Polder.

G.V. Herk 10 uur.

14 Dinsdag Haver aan gemaait Voorste Heide
Rogge aangemaait moer.
Hooi geperst en binnen gedaan.

G.V. Herk 9 uur.

15 Woensdag Voorm. dag haver gemaait Voorste Heide
Namdag rogge gemaait Polder.

G.V. Herk 10 uur.

16 Donderdag Rogge gemaait Polder.

JULI 1959

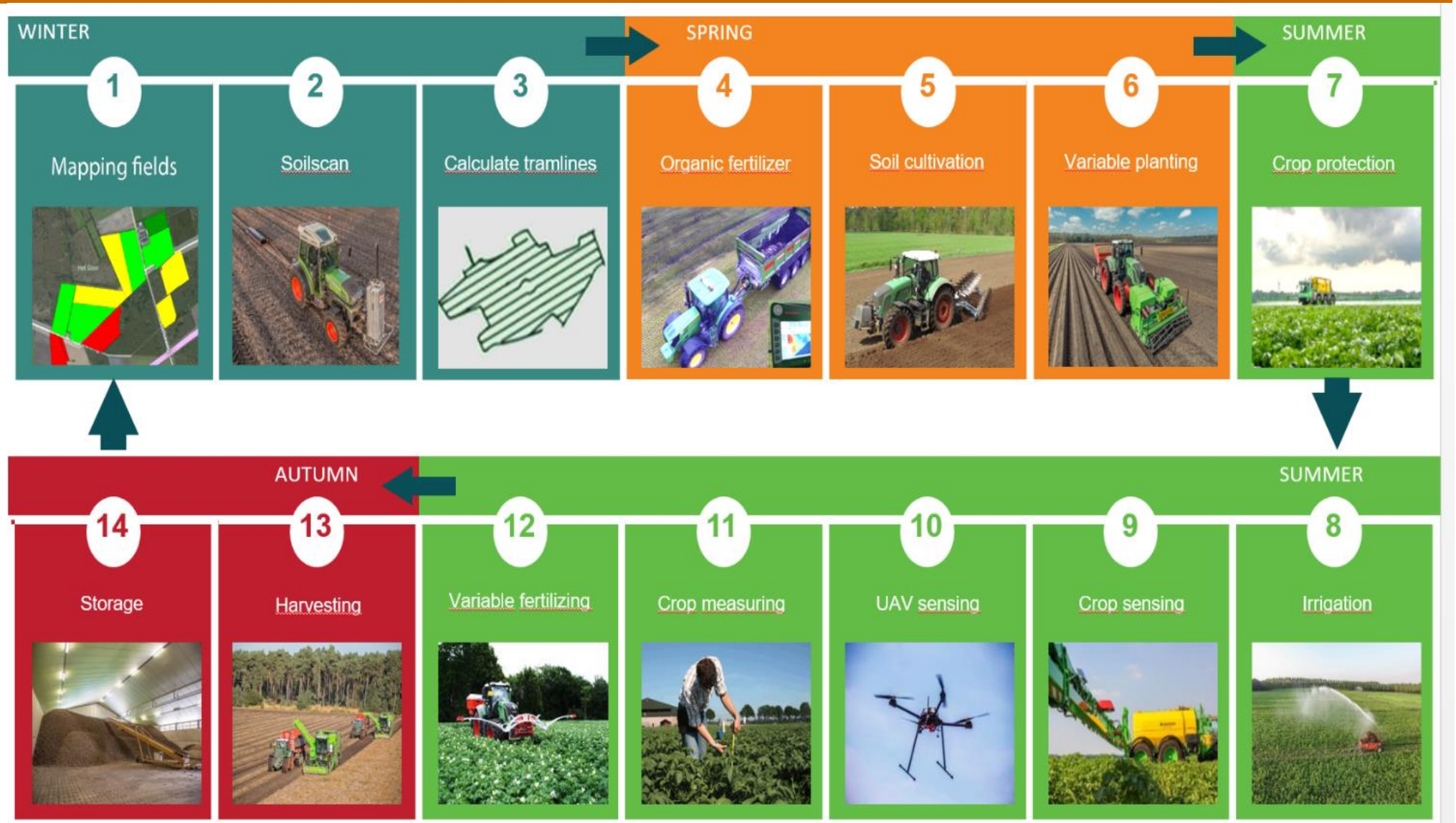
17 Vrijdag Voorm. dag rogge gemaait aan Huis
Nam. dag rogge opgezet Polder.

18 Zaterdag Haver aangemaait Polder
Thuis gewerkt.
J.V. Loy stier gehaald

19 Zondag Bee G.V. Herk 10 uur.

Nota's

Collecting data 2017, 2nd generation upgrade: still optimizing resources



It is Strategy - Not technology – the Real Driver for Technological and Digital Transformation!

We need….

COHERENT STRATEGY TO PROMOTE A DIGITAL & TECHNOLOGICAL TRANSFORMATION OF EU AGRICULTURE







ALL EU POLICIES TO ALIGN THEIR EFORTS TOWARDS CREATING THE BASELINE FOR THE UPTAKE OF TECHNOLOGIES BY ALL FARMERS

Cross sectorial Integrated decision making systems delivering real value to farmers;

Transparency and Trust on Data Sharing, Improve the access of public data by farmers;

Infrastructure (e.g. broadband, satellite), solve issues of connectivity & interoperability;

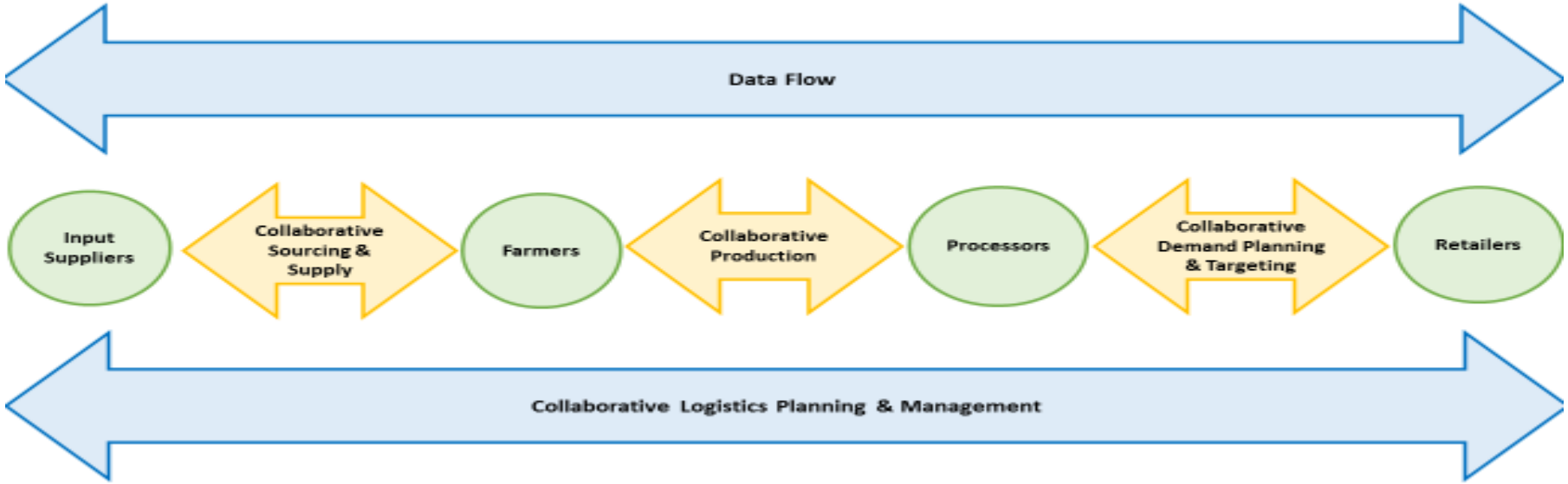
Advisory and Training (e.g. digital skills) - Digital Skills and Jobs Coalition

Access to investment & financing & capacity building (young farmers and new comers)

Innovative friendly regulatory framework
(etc..)

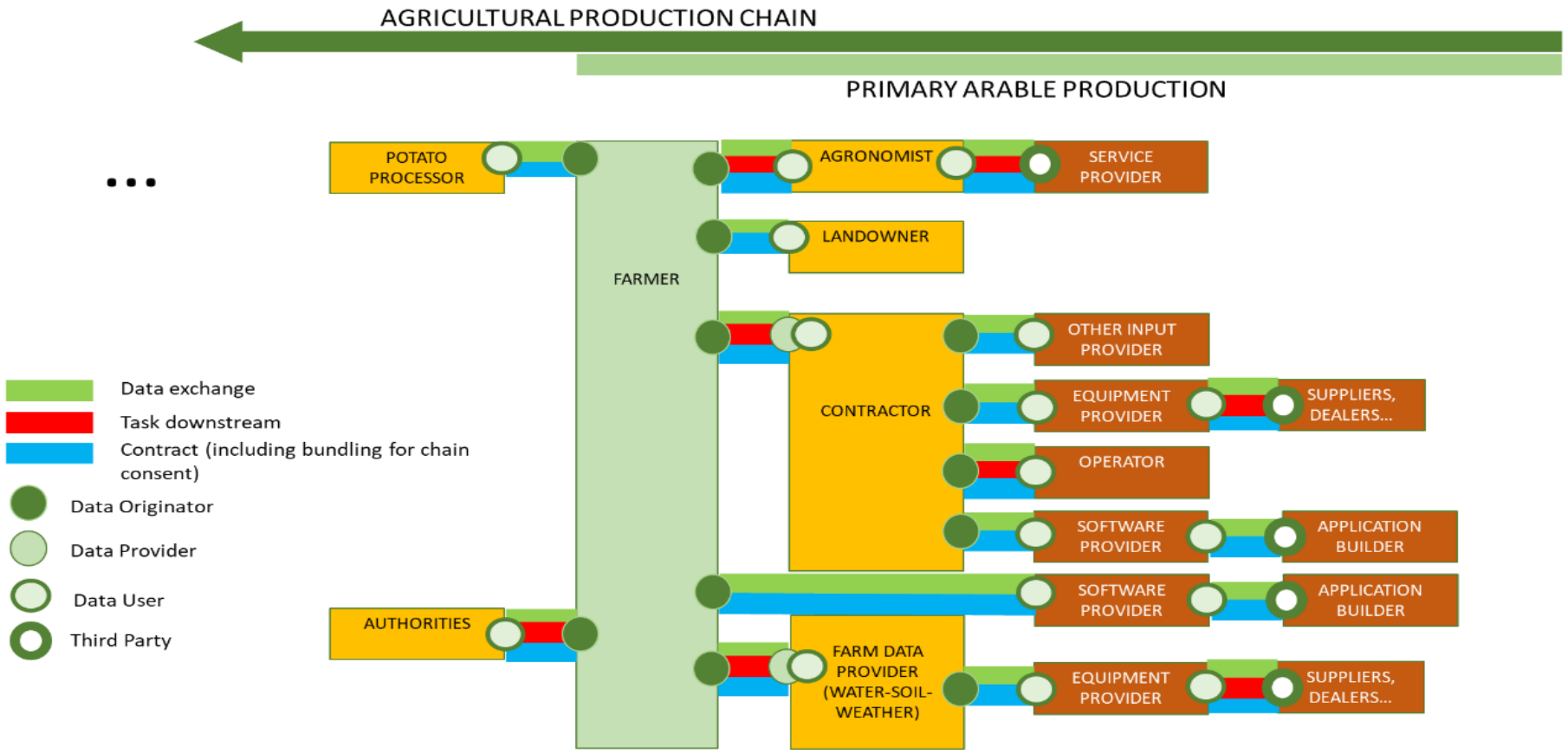
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NEW DATA-SUPPLY CHAIN



The NEW DATA-SUPPLY CHAIN places informed farmers in a new context - the farmer remains at the heart of collecting and processing data.

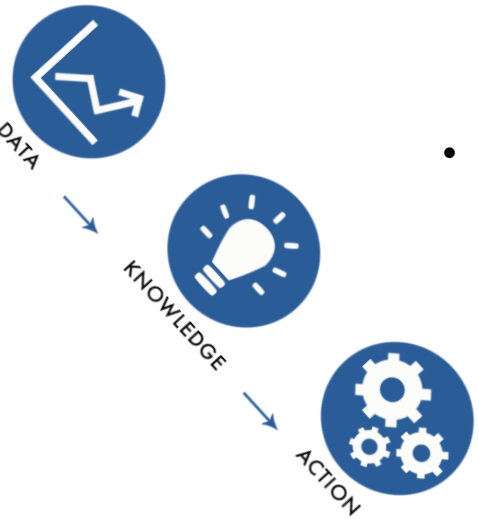
In all sectors, its all data!



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EU CODE ON AGRICULTURAL DATA SHARING (Code)

- ✓ **This Code is a tool to ensure that data sharing leads to a prosperous agro-food chain with benefits for all by:**
  - Voluntary initiative to raise awareness on the specificities of the agri-food chain
  - Setting transparent principles (including benefits) providing confidence that data is handled in an appropriate and secure manner.
  - Clarifying responsibilities in order to ensure access of data by the relevant actors, including farmers and agri-cooperatives
  - Creating trust among partners
- The EU CoC on agricultural data-sharing constitutes a document that looks at general principles for sharing agricultural data from farm to farm products within the agri-food chain.



Main principles underpinning the collection, use and exchange of agriculture data

- Right on data produced on the farm or during farming operations is attributed to the farmer and may be used extensively by him/her;
- Farming community must get a return from sharing his data;
- Contract - Farmers must give it's consent and be informed when their data are being collected, used or shared in the future;
- Dedicated and exclusive section of the contract;
- Portability of data, opt out, security, etc;
- The right of all parties to protect sensitive information via restrictions on further use or processing;

TRANSPARENCY IS KEY TO CREATE TRUST!

Endorsed

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CEMA
Fertilizers Europe
CEJA
CEETTAR
ESA
FEFAC
EFFAB

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THANK YOU FOR YOUR ATTENTION!

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ANY QUESTIONS?

