



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

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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

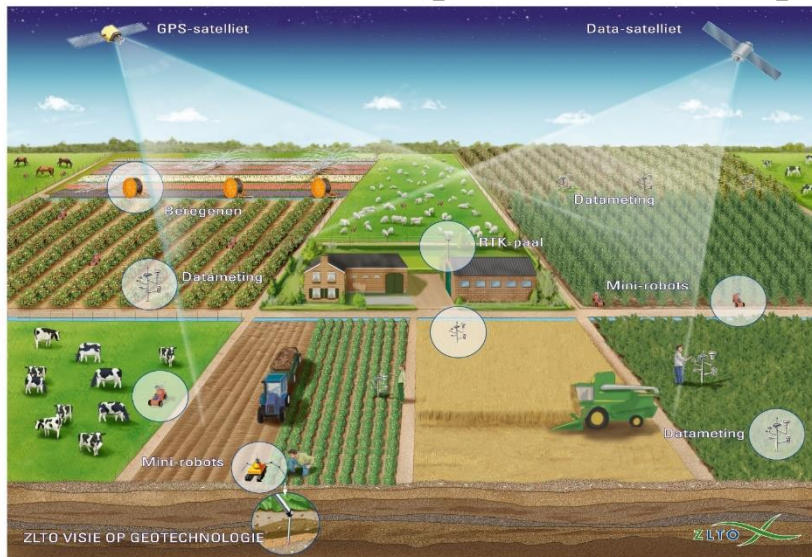
The importance of agriculture

- **Copa and Cogeca welcome initiative “Smart Villages”**
- **Agri-food chain is a drive of the EU economy**
 - 44 million jobs in the EU
 - representing 3.7% of EU GDP
 - 1st exporter of agricultural and food products amounting to €138 billion
 - contributing to the EU trade surplus – almost €20
- **Agriculture is the backbone of EU rural areas**
 - provides food at affordable prices as well as raw materials for the processing industry
 - agriculture and forestry cover more than 75% of the land – “landscapes”
 - play a crucial role in protecting the environment and managing our natural resources sustainably.
 - culture & traditions
 - Farmers and agri-cooperatives are already investing in technological and data-driven technologies

In the context of new technological revolution, characterised by changes connected to terms such as digitisation, “big-data”, robotics, AI, biotechnology, precise farming, **Agriculture and food production will remain as a key element of smart villages concept.**

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!

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 and RURAL AREAS**

**ALL EU POLICIES TO ALIGN THEIR EFFORTS 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..)**



EU code of conduct on agricultural data sharing by contractual arrangement



Setting transparent principles, clarifying responsibilities and creating trust among partners!!!

- Right on data produced on the farm or during farming operations is attributed to the farmer and may be used extensively by him/her;
- Data originator has a leading role in controlling the access to and use of data from their business and to benefit from sharing the data with any partner that wishes to use their data.
- Farmers must give it's consent and be informed when their data are being collected, used or shared in the future;
- The right of all parties to protect sensitive information via restrictions on further use or processing;
- Exclusive section of the contract; portability of data, opt out, security, etc;



LAUNCHED 23rd April 2018 - Please find [here](#) the link to the Code of Conduct on agricultural data sharing

copa*cogeca
european farmers european agri-cooperatives

Next Steps

- **Increase the number of signatories**
 - ✓ Climmar (European dealers of machinery)
 - ✓ Invitation to other EU organisations to sign the code of conduct
 - ✓ Evolution of the code of conduct? International version?
- **How to make sure contracts are compatible with Code of Conduct?**
 - ✓ Translation into the different languages
 - ✓ Workshop March/April with DG Connect on data sharing
 - ✓ European project to assess compliance with Code of Conduct (e.g. SmartAgriHubs; IOF 2020 Data package)
- **What about the future?**
 - ✓ What will be the policy priority in terms of data?
 - ✓ What kind of infrastructure for data access? Cooperatives? open data?
 - ✓ How to set up consent management infrastructure for the use of agricultural data

THANK YOU FOR YOUR ATTENTION!

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ANY QUESTIONS?

