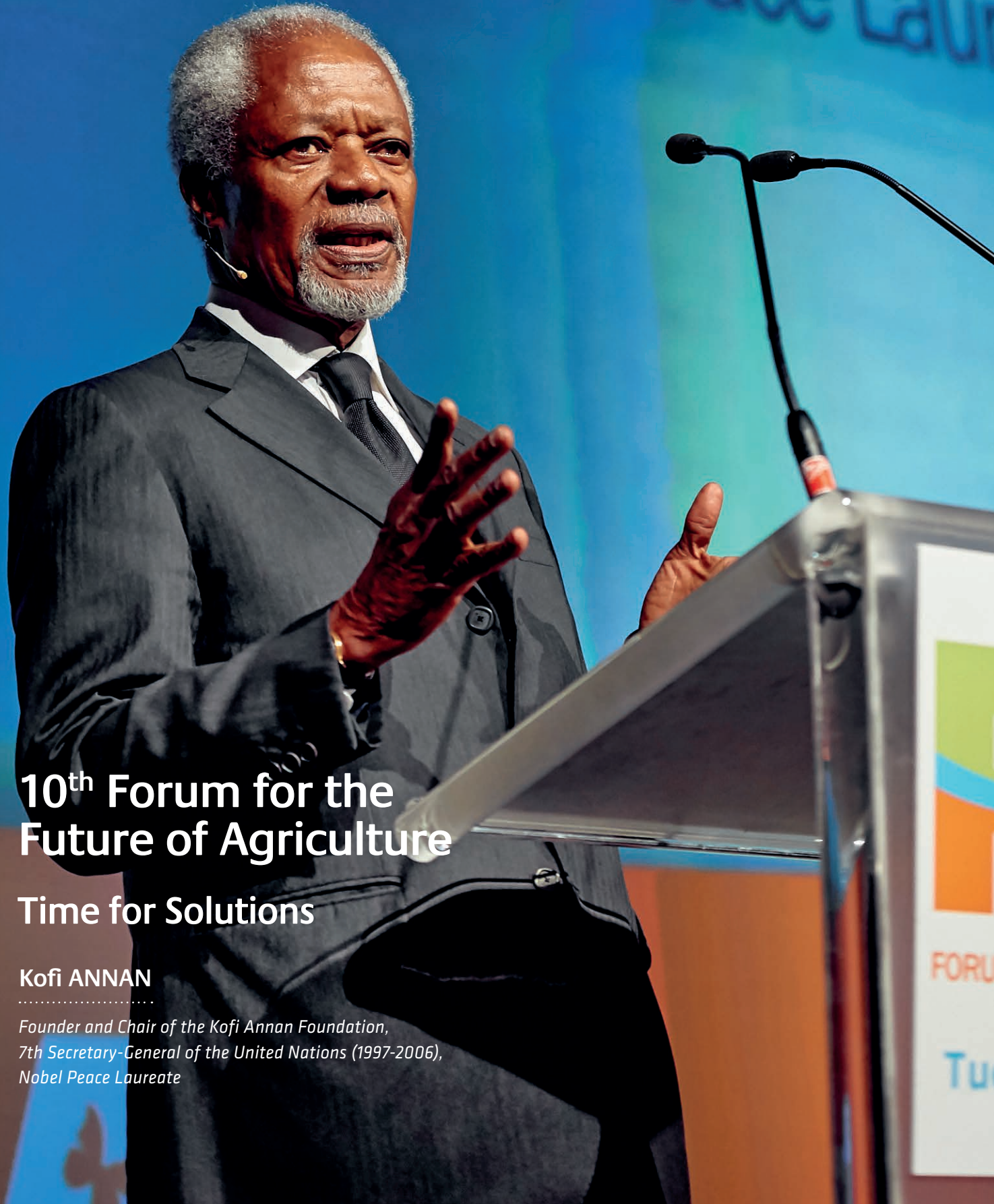


Country^{side}

European Landowners' Organization N° 168

MAR.-APR. 2017 - BIMONTHLY - EN



10th Forum for the Future of Agriculture

Time for Solutions

Kofi ANNAN

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*Founder and Chair of the Kofi Annan Foundation,
7th Secretary-General of the United Nations (1997-2006),
Nobel Peace Laureate*



Editorial

Thierry de l'ESCALLE, *Secretary General*

Contents

- 3** Letter from the Cardinal Secretary of State on behalf of the Holy Father to the Tenth Forum for the Future of Agriculture

- 4** Kofi ANNAN sets out five priority areas

- 5** Circular economy offers Europe €1.8 trillion of economic opportunities

- 6** Sustainable Development Goals (SDGs) influence national and international policy making

- 7** Is the Common Agricultural Policy (CAP) fit for the SDG age?!

- 8** Implementing the Sustainable Development Goals: Best practice examples from the field

- 10** Turning challenges into opportunities: a sustainable food chain transition

- 12** FFA2017: Time for solutions

- 13** New Trends and Opportunities in Agriculture and Biodiversity

- 13** Food Safety and Security in 2050

- 14** Austria's "Healthy Soil for Healthy Food" unanimous winner of the Soil Award

- 15** The FFA honours second Austrian Wildlife Estates Label

- 16** About the Forum for the Future of Agriculture (FFA)

- 16** Diary dates

Feed the Horse

The European and global countryside stands at the edge of profound changes. To produce food for 10 billion people while protecting the earth's ecosystems is an enormous challenge. We cannot do it like we have in the past. More inputs, more water, more everything is not a sustainable path; we will need to become smarter, more innovative, and change the way each of us lives and consumes. The UN's Sustainable Development Goals are our path forward; these seventeen goals show us what must be done, but also how far away we still are from reaching them.

Fundamentally, none of these interlocking goals can be achieved without the involvement of land managers. It is through our daily work that people are fed, the environment is maintained and the landscape managed. The members of the ELO are proud to do this work and, through their work, support millions of their fellow citizens.

However, we cannot easily bear the burdens of the SDGs along with our current duties, especially at a time of rock-bottom prices, climate change and low incomes. The average income for a family farm unit, according to the European Parliament, is around 16.000 euro per year. That is nowhere near sufficient to achieve the aims set out in the world of high politics. A horse can only pull the cart so long as he or she is able, but to change direction and take on increasing burdens, it must be fed properly and fairly.



The FFA Team



Apostolic Nuncio to the European Community His Excellency Monsignor Alain Paul LEBaupin reading the letter from the Cardinal Secretary of State on behalf of the Holy Father to the Tenth Forum for the Future of Agriculture

To Mr Janez POTOČNIK
President of the Forum for the Future of Agriculture

The work of the Tenth Forum for the Future of Agriculture affords His Holiness Pope Francis the opportunity to express his encouragement to all those who, with their different duties and responsibilities, are called to offer solutions to the needs of the agricultural sector in all its various elements.

A cursory look at the world situation is sufficient to show the need for greater commitment to supporting agricultural activity. This would entail not only improving systems of production and commerce, but also, and primarily, emphasizing the right of every human being to healthy and sufficient nourishment, in accordance with individual needs, and an integral role in the implementation of decisions and strategies. It is increasingly clear that at the heart of all activity must be the person, whether he or she be an agricultural worker, an economic agent or a consumer. Such an approach, if viewed as a shared goal and not simply a technical question, will allow greater consideration to be given to the close relationship between agriculture, the care and protection of creation, economic growth, levels of development, and the present and future needs of the world population.

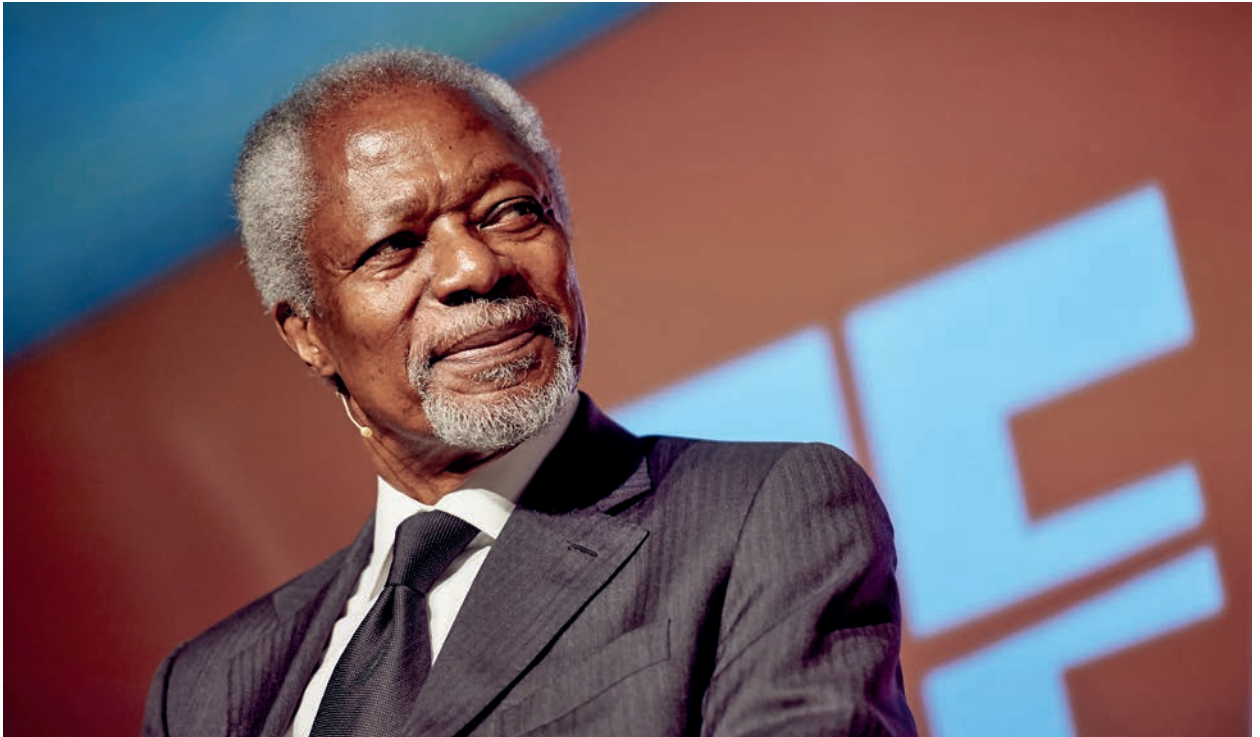
The expectations linked to the Sustainable Development Goals set for the entire international community require facing the situation of some countries and regions where agricultural activity remains deficient, because insufficiently diversified and consequently incapable of responding to the local environment and climate change. At present we are witnessing low levels of employment and therefore of overall earnings, as well as malnutrition, at times chronic, affecting millions of human beings. This is a complex mechanism, striking above all the most vulnerable sectors. These are not only excluded from processes of production, but are also frequently forced to leave their lands and to seek refuge in search of a better life.

This is not to say that the future of agriculture lies in the imposition of a model of production that greatly benefits limited groups and a tiny portion of the world's population. Nor does it mean viewing agricultural work on the basis of laboratory findings. Those approaches may bring immediate benefits to some, yet have we adequately considered the harm they can do to others? Every effort should be directed primarily to helping each country increase its own resources in order to achieve alimentary self-sufficiency. This will involve contemplating new models of development and consumption, facilitating forms of community structures that value small producers and that protect local ecosystems and biodiversity (cf. *Laudato Si'*, 129, 180). It will also mean adopting policies of cooperation that do not aggravate the situation of less developed peoples and their dependence on others.

The distance between the enormity of the problems and the positive results obtained to date must never be a reason for discouragement or diffidence, but rather an incentive to greater responsibility. Through the dialogue promoted by the Forum over which you preside, may each participant be inspired to intensify the work already begun and to make it ever more creative and better organized. "Truly, much can be done!" (*ibid.*, 180).

In the name of Pope Francis, I express the hope that this meeting will prove most fruitful. To you and to all taking part I offer my own cordial best wishes.

Cardinal Pietro PAROLIN
Secretary of State



Kofi ANNAN

OPENING KEYNOTE ADDRESS

Kofi ANNAN sets out five priority areas

Former UN Secretary General Kofi ANNAN, in his opening keynote address, paid a special tribute to the Forum for the Future of Agriculture. *“In just a decade, this forum has become one of the premiere venues to debate vital issues of agriculture, food security and the environment,”* he said before setting out the five priority areas where he believes action should be urgently taken.

At the outset, he called for more investment, especially in developing countries where the need and potential for increasing agricultural productivity and production are greatest. As he explained, history has shown that the former is a critical driver of economic transformation and social development.

Secondly, Mr ANNAN emphasised the important role of smallholder farmers. They produce almost 70% of all food consumed worldwide. He urged governments and the private sector to help them by forming innovative and supportive partnerships. It is a role his Kofi ANNAN Foundation in Africa is playing as it works with leaders in various sectors to try to turn smallholders into

agro-entrepreneurs and subsistence farms into profitable businesses.

The third challenge is to ensure agriculture and food systems become nutrition-smart. *“It’s not just about the amount of food we grow, it’s also about the type of food we consume. For we are what we eat,”* he explained, adding: *“Better nourished populations are more productive.”*

The former UN Secretary General then identified the need for food systems able to produce more food, but with fewer resources. This will require governments to adopt, enforce and strengthen policies that promote responsible natural resource management and prevent the loss of natural habitats, forests and biodiversity.

Finally, Mr ANNAN called for an immediate push *“for climate-smart agriculture and food systems”*. Efforts to reduce farming’s climate footprint and move towards renewable energy would help to avert climate catastrophe and create new opportunities for investment, growth and employment.

He acknowledged that the agenda is ambitious, but it is not starting from scratch. The Sustainable Development Goals provide *“a compelling vision with ambitious goals”*. To achieve them, every government must play a critical role, as must all sectors in society and the business community.

Indeed, Mr ANNAN stressed that the corporate world and those who manage the land must be at the heart of this endeavour. He commended far-sighted companies such as Syngenta which *“are doing business responsibly and embracing new technologies to deliver on wider goals of development, including improving access to food and clean water, to sanitation, healthcare and education”*. He further praised the ELO and its members for *“promoting a balanced approach between economic performance and a sustainable use of natural resources.”*

Later, the former UN Secretary General emphasised that the Sustainable Development Goals are universal – as opposed to the Millennium Development Goals which were solely for developing countries. Achieving their targets is a global commitment. *“We all need to change our mindset and realise that we have to work together. We should not leave it to others,”* he said.

Mr ANNAN was critical of President Donald TRUMP’s plans to go against the current climate change agenda and promote fossil fuels in the US. *“He has set the wrong example, but I hope the rest of the world will not follow him,”* he said. In contrast, he pointed to China where public pressure, he added, is forcing the government to tackle environmental pollution.

KEYNOTE ADDRESS

Circular economy offers Europe €1.8 trillion of economic opportunities

It was during her ocean racing days that Dame Ellen MACARTHUR, who broke the solo non-stop round the world record, fully understood what the word 'finite' means. "What you have on that boat is all you have. There is no more. You enter a completely different mental

state," she explained to participants at the FFA2017. From that personal experience she drew a more fundamental lesson: our global economy is no different to that boat. "What we have available to us is finite, yet the speed we are using those resources appears to be ever increasing," she added.

What is required is a paradigm shift from the current linear economy to a very different model: a circular economy, where from the outset materials are valorised and designed so they retain their highest value and utility at all times. "This model is not about slowing

down the use of resources to buy more time, but about being restorative and regenerative." It applies both to biological loops, such as human waste and biologically decomposable items, and to technical materials, like plastics, metals and polymers.

The realisation led to the launch, nearly seven years ago, of the Ellen MACARTHUR Foundation with the goal of accelerating the transition to a circular economy. It works with young people from around the world to explain the concept – "they get it immediately" – and with businesses, cities, regions and governments. It also undertakes systemic initiatives to try to understand particular material flows.

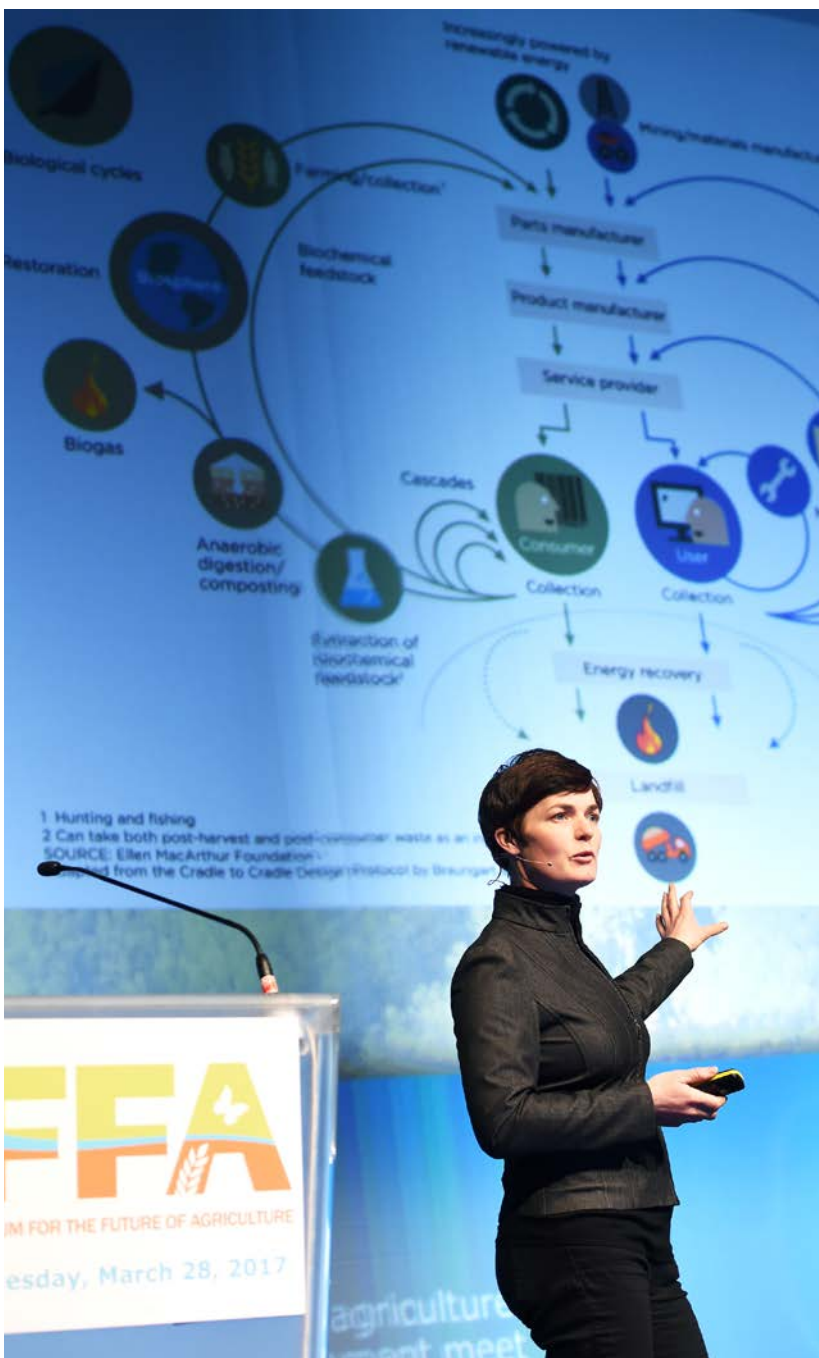
Three basic principles underpin the circular economy: preserve and enhance natural capital; keep products and materials at their highest value and utility at all times; and foster system effectiveness by looking at the entire economy as interconnected and interrelated.

The foundation recently undertook a study on the opportunities for a circular economy in Europe. "We looked at food systems, the built environment and mobility. The top line figure for economic benefit for Europe through applying circular principles was €1.8 trillion," she said.

More specifically, agriculture too would make gains. Currently, up to 70% of chemical fertiliser does not end up in the food we eat. By applying circular principles, its use could even be reduced by 80% by 2050. Research into food systems by McKinsey & Company, the foundation's knowledge partner for analytics, found that collecting global waste from humans, food, food production and agriculture could replace current chemical fertiliser use by 2.7 times.

Dame Ellen acknowledged: "It does take time to become circular, but the economic rationale is there and there are many businesses across the world doing that."

She concluded by emphasising: "The circular economy is a massive opportunity and opportunity is a word I would like to end on as we really do see this as a strong way forward." The European Commission, she added, has fully understood the concept. The circular economy is not just about a flow of materials. "It is about jobs, competitiveness and the future of Europe."



Dame Ellen MACARTHUR



Mari KIVINIEMI, Izabella TEIXEIRA, Stephen SACKUR, Nathan GUY, Olivier DE SCHUTTER

SESSION 1

Sustainable Development Goals (SDGs) influence national and international policy making

New Zealand's Minister for Primary Industries, Hon. Nathan GUY, explained how the country's agricultural sector had totally reinvented itself since the 1980s "from an inefficient government-subsidised production system to the subsidy-free system we still have today, and are proud of."

"Farmers and growers are naturally environmentalists. They want to leave the land in a better state than they found it – for their children and grandchildren," the minister said, pointing out how they are helping to implement SDG 6 (clean water and sanitation) by improving waterway quality. New Zealand is also playing a prominent role in tackling climate change (SDG 13) as one of 47 countries participating in the Global Research Alliance on Agricultural Greenhouse Gases.

Mr GUY's strongest message to the forum was the "need to move away from jealously guarding domestic markets"

and to work together in multilateral, regional and bilateral trading systems – a principle contained in SDG 17 (partnership for the goals).

The point was strongly endorsed by Mari KIVINIEMI, OECD Deputy Secretary-General. She warned that any retreat from global trade would seriously compromise attainment of the SDGs. "Openness has contributed to lifting more than a billion people out of poverty in recent decades, with similar impacts on the number of undernourished," she told the audience. Ms KIVINIEMI confirmed that "the SDGs constitute an important part of the 'backdrop' against which much of the OECD's work takes place". She gave two examples of their influence. The organisation applies "an SDG lens to the OECD's strategies and policy tools", especially in agriculture, fisheries and climate change. It also uses the vast amount of quantitative and qualitative information in its possession to contribute to SDG follow-up efforts.

Izabella TEIXEIRA, Brazil's former environment minister, pointed out that her country was the first in the developing world to propose an economy wide approach for the SDGs. It has also created a national register bringing together agricultural and environmental concerns. "I think we are the only country in the world that has this instrument to-

day," she said. The two policies have not always proceeded harmoniously in the past, she acknowledged, but now they do as the ministers responsible work together on "protection and production".

Olivier DE SCHUTTER, Co-Chair, International Panel of Experts on Sustainable Food Systems – IPES-Food, noted there was an absence of a properly informed and concrete debate on agriculture and sustainability. He argued that existing policies should be replaced by agricolology. This, he defined as "substituting input intensive agriculture by low input agriculture" and the use of organic fertiliser from recycled agricultural waste.

Mr DE SCHUTTER advocated a move away "from monocultures that are actually destroying the soil, destroying agro biodiversity towards diversified farming systems that can not only protect the soil, but also deliver very high yields". Such an approach would have the added benefit of slowing down urban migration by providing work for people in rural areas, he suggested. "I believe that is the best message we can send today to reconcile this objective of growing production and at the same time reducing global poverty and allowing small farmers who are cash-strapped to make a decent living from their work."

SESSION 2

Is the Common Agricultural Policy (CAP) fit for the SDG age?!

The Common Agricultural Policy is already making a significant contribution towards the environment, but “it can do better”, Phil HOGAN, EU Commissioner for Agriculture and Rural Development, told participants at the 10th FFA. He pointed to greater investment in knowledge transfer and innovation, and good use of research and new technologies as vehicles to “change the way of today’s agricultural production towards a well working circular economy”.

However, Mr HOGAN, who is currently examining way to simplify and modernise the CAP, stressed that a balance had to be struck. The reform should maintain the policy’s core objectives such as food security, while further adapting it the Sustainable Development Goals (SDG). In this process, “farmers must be placed at the centre of the solutions to these issues and ensure that agricultural activity and environmental

performance meet,” he added.

The Commissioner was quick to rebut any suggestion that the current CAP is not fit for the SDG age. He described the policy, now in its 55th year, as “one of the real successes of the EU”. It had ensured food security, high quality produce backed by the world’s most stringent standards and helped to create over 40 million jobs.

Allan BUCKWELL, Director of the recent RISE study on ‘CAP: thinking out of the box’, urged Mr HOGAN to be as bold as possible in his simplification and modernisation exercise. He identified three key areas for change.

The first are the direct payments – 70% of the CAP budget – which go to farmers. The money should be better targeted and given as a reward for the delivery of verifiable environmental services rather than, as now, granted as an automatic entitlement.

He called for an overhaul of the cumbersome controls and sanctions used to prevent misuse of public funds. It should be replaced by a system of trust and positive engagement “where people are doing things because they believe in it”. His third suggestion was more use of

risk management to ensure resources are deployed more intelligently.

Michael Prinz zu SALM-SALM, President, Familienbetriebe Land und Forst, explained that the agricultural community was now being asked to contribute to 16 additional SDG goals in addition to its primary role of feeding the public. It is happy to do so, but should be paid for the extra responsibility. Moving from one goal to 17 is far from easy. “We need time and the freedom on how we manage it. Each of us will have different solutions,” he said, rejecting any micromanagement from “Brussels, Berlin or even Munich”.

The CAP should be renamed the Common Sustainable Agricultural Policy to reflect these changes. “If you want new content in my wine bottle, please change the label,” he explained.

Giovanni LA VIA, MEP, former Chair of the European Parliament’s Environment, Public Health and Food Safety committee, supported EU funding for farmers. But as the EU takes on new policy responsibilities, this should not be at the expense of the farm budget. “We have to increase the EU budget. You cannot increase European policies if you keep the budget at 1% of GDP,” he maintained.



Phil HOGAN

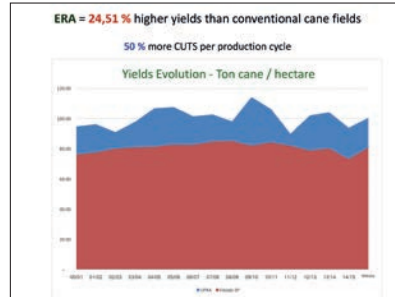
BEST PRACTICE EXAMPLES

Implementing the Sustainable Development Goals: Best practice examples from the field

This session provided three concrete examples of the SDGs in practice.

Jacob VAN DEN BORNE, Van den Borne Aardappelen, uses precision farming to successfully produce potatoes, sugar beet and maize in the 140 different fields he manages in the Netherlands. For him, the concept "is doing the right thing at the right moment in the right place". It can be encapsulated in three words: time, location, application.

Mr VAN DEN BORNE gave two examples of the technology's benefits. It can be used to scan the ground to establish soil conductivity and reveal where the greatest yield potential lies. Also, by identifying possible disease, it alerts when protective measures are necessary. The data come from sensors placed on machinery, satellite images and drones. He would like the technology's possibilities to be better known and used. "We want to build an exper-



Extract of the presentation by Leontino BALBO Junior

ience centre," he said, so that other farmers can benefit from his first-hand knowledge.

Leontino BALBO Junior, Executive Vice-President of Native, a Balbo Group company, is producing sugar cane sustainably. He does so by eschewing traditional practices and by creating a new biological production system: ecosystem revitalising agriculture. He has brought the soil back to life by feeding it with minerals from ground rocks, using green harvesting techniques, applying crop rotation and replacing pesticides with biological control practices.

In the past 20 years, the soil has become richer and yields have risen 24%.

Alongside the sustainable practices, some 2.5 million trees have been planted, creating islands of biodiversity. The combination is providing a rich habitat for fauna, vertebrates, birds and mammals, while drastically reducing greenhouse gas emissions.

The company has gained numerous awards and now exports to some 60 countries. "Could the practice be replicated in other crops?" Mr Balbo asks. He is showing it can, as he successfully applies it to the production of sunflower,



Extract of the presentation by Jacob VAN DEN BORNE



After his session, Allan SAVORY was able to meet young entrepreneurs and students, reply to their questions and share his personal experience with them

soya beans, organic corn and cotton.

Allan SAVORY, Founder and President, Savory Institute, warned the audience that “global desertification and climate change present a greater danger than all the wars ever fought”. Previously, livestock overgrazing was considered to cause desertification, leading to their removal or reduction in numbers. Other measures, ranging from irrigation to tree planting have also been used without success.

Desertification requires a biological solution, Mr SAVORY stressed, explaining how livestock could help reverse the phenomenon and support agricultural production. The new approach he

champions is based on holistic management. This takes into account the complex web of social, cultural, economic and environmental factors “by using a single overarching context or reason for all management and actions”. He contrasted this with conventional, or reductionist, management, which reduces complexity to simple contexts, such as meeting a need or to address a prob-

lem and which “commonly leads to disappointing results and unintended consequences”.

Mr SAVORY presented examples of successes in countries as far apart as the US and Zimbabwe from this holistic approach of “using livestock to heal land while feeding people”. That, he concluded, “is the way to achieve the Sustainable Development Goals”.

Holistic Management: A Commonsense Revolution to Restore Our Environment

Allan SAVORY with Jody BUTTERFIELD
Edition “Island Press”; ISBN 978-1-61091-743-8



Holistic management is a systems-thinking approach for managing resources developed by SAVORY decades ago after observing the devastation of desertification in his native Southern Rhodesia (now Zimbabwe). Properly managed livestock are key to restoring the world’s grassland soils, the major sink for atmospheric carbon, and minimizing the most damaging impacts on humans and the natural world. This book updates SAVORY’s paradigm-changing vision for reversing desertification, stemming the loss of biodiversity, eliminating fundamental causes of human impoverishment throughout the world, and climate change.

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Geneviève PONS, Daniel CALLEJA CRESPO, Jon PARR

SESSION 3

Turning challenges into opportunities: a sustainable food chain transition

Jyrki KATAINEN, European Commission Vice-President for Jobs, Growth, Investment and Competitiveness, emphasised the important role that agriculture can play in creating the circular economy.

Not only does it provide recyclable raw materials and efficient use of resources, but it also delivers on the Sustainable Development Goals. The Commission recognised the sector's contributions in its 2015 Circular Economy Action Plan. This specifically includes measures, such as food waste, water reuse and fertilisers, important to agriculture and the food industry.

Mr KATAINEN publicly invited the sector *“to develop with us the new circular business models of the future, which would also increase the competitiveness of the CAP and the agricultural sector”*.

The Commission favours new forms of financial assistance to help farmers move in this direction. It has already demonstrated its support by doubling investment in food and agricultural research and innovation for the period 2014-2020. However, the Vice-President expressed his disappointment that environmental and resource efficiency initiatives were failing to make full use of the potential of the European Fund for Strategic Investments (EFSI). *“We have to find ways to stimulate the agri-food chain,”* he said, confirming that agriculture, fisheries and aquaculture would now feature explicitly under the EFSI's general objectives.

Commenting on the Commissioner's keynote address, Geneviève PONS, Director, WWF European Policy Office, urged the Commission to *“be much more vocal on environmental and sustainable development”*.

“The European Union is by nature green. We have this in our genes and we must continue to ensure leadership in this field, now more than ever,” she said, pressing the case, in particular, for a mandatory EU target on food waste and measures to combat deforestation and threats to biodiversity.

Daniel CALLEJA CRESPO, European Commission Director-General for the Environment, pointed out that 18 of the Commission's 54 circular economy actions had already been proposed or adopted and that it aimed to mainstream sustainability across all farming practices.

Jon PARR, President, Global Crop Protection and EAME, LATAM & APAC, Syngenta acknowledged that EU governments and the Commission had played a very strong role on the circular economy, Sustainable Development Goals and climate action.

“What these things bring for all of us is a framework – an alignment that gives a common set of objectives that we know we are all pulling towards.” Syngenta, he added, aims to help the agricultural sector by developing new technology, bringing agronomy and protocols to farmers and using digitisation and data analytics. *“We are happy to work in any region with whichever technologies the region wants to have,”* he confirmed.

Despite their different backgrounds – European public administration, private sector and non-governmental organisation – all three panellists agreed on the need for close cooperation and dialogue, widespread input into policy formulation and science-based policy.

Mr CALLEJA presented the Commission's view of the way ahead. *“There has to be a proper balance between sustainability and ensuring the agricultural sector remains competitive – it is a strategic sector in terms of jobs, security and innovation. At the same time it has a huge responsibility because many of the impacts we see, such as on biodiversity, come from practices which are unsustainable. This is the debate we have to have.”*



Jyrki KATAINEN

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Janez POTOČNIK

FFA2017: Time for solutions

Janez POTOČNIK, Chair of FFA2017 and Chairman of the RISE Foundation, opened the daylong proceedings by welcoming participants to the 10th Forum for the Future of Agriculture.

Speaking to a packed auditorium, he warned that time was running out in the race to reshape our current economic models and create a new sustainable society. *“Our planet, our climate and our finite resources are already making sure of that,”* he said.

“We can no longer afford to wait and see, to keep using the old wasteful economic models of the 19th and 20th centuries and pretend that they will sustain us in the coming decades. We are surrounded by the evidence that they do not,” he added.

The framework and direction for change have already been clearly mapped out: the UN’s Sustainable Development Goals (SDGs) and the binding Paris Agreement. However, these are global in scope. *“What we need now is to drive solutions at the national level and en-*

gage all corners of society and work together,” Mr POTOČNIK emphasised.

This year’s FFA is, therefore, concentrating on *“the solutions we have now and the world we seek for tomorrow”* and on the links between global, European and local efforts to achieve this.

The FFA2017 Chair noted that the challenges ahead are not only material and economic, they are also profoundly spiritual. *“They ask us to re-examine our place in the world and what our dominance of the land means to us in the long term.”*

The point was underlined in a Vatican Letter from the Cardinal Secretary of State on behalf of the Holy Father, read out to the conference by His Excellency Monsignor Alain Paul LEBEAUPIN. The letter expressed the hope that through the dialogue created by the Forum each participant may *“be inspired to intensify the work already begun and to make it ever more creative and better organised”*.

Concluding remarks

After briefly summing up the contents of the individual sessions, Mr POTOČNIK closed the forum by repeat-

ing his call for rejection of the compass that has navigated our society in previous centuries. Failure to do so, perhaps because of a reluctance to leave our current comfort zone for the unknown, would lead to the cliff’s edge.

The changes require a clear vision, new governance and strong leadership. Events in 2016, notably with the support for Brexit in the UK and the election of President Donald TRUMP in the US, he suggested, indicate voters are ready for radical change.

The FFA Chair argued against short-sighted attitudes and emphasised that the agenda being sketched for the way ahead was not designed against farmers’ interests. *“We want to help farmers and all those in the food system, including all of us consumers, to understand and prepare for the changes which will inevitably come.”*

His closing message in the packed auditorium to all participants from over 60 countries who had registered for the Forum and others watching online was clear: they should now put into practice what they had heard during the day. *“Next year, I hope we will come back and take stock and hear about solutions you have applied and the differences you have made.”*



Johan LAMMERANT, Ann TUTWILER, Louise BAKER, Jurgen TACK, Juan GONZÁLEZ-VALERO

New Trends and Opportunities in Agriculture and Biodiversity

On 27th March 2017, pre-FFA events were organized in the framework of the Forum for the Future of Agriculture.

The panel of this event's first part consisted of Ann TUTWILER (Biodiversity International), Juan GONZÁLEZ-VALERO (Syngenta), Johan LAMMERANT (Arcadis), and Jurgen TACK (ELO). They shared their vision on New Trends and Opportunities in Agriculture and Biodiversity. The discussion was led by Louise BAKER (UNCCD).

The panel discussed in an open and constructive dialogue new trends and opportunities in agriculture and biodiversity with a focus on strengthening the relationships among the private sector, development organizations, governments and other stakeholders directly or indirectly involved in responding to food and nutrition security and environmental restoration. It showcased the rationale for new initiatives such as:

- an Agrobiodiversity Index: a consistent long-term tool to measure and manage agrobiodiversity
- a Landscape Connectivity Alliance: Creating landscapes with healthy, functioning ecosystems is not only

key to making progress towards the environmental targets embedded in the Sustainable Development Goals, but also to addressing multiple social and economic targets that depend partly or wholly on the benefits that ecosystems provide to people.

- the use of ecosystem services, natural capital and nature based solutions: over 50% of current

company earnings may be at risk from changes to the environmental cost base. This realization that our natural capital is limited, is driving a number of important trends relevant for business.

The panel demonstrated how these new initiatives can be tools for countries and corporations to increase private and public investment in sustainable food and agriculture.

Food Safety and Security in 2050

While many are rightly concerned with providing enough food for a growing global population, the question of whether that food will be safe for all to eat is rarely examined. If we are to maintain Europe's high standards for food security, technology and innovation will play a large role, which was the topic of the final pre-FFA conference.

Ladislav MIKO, Deputy Director for Food Safety at DG HEALTH discussed the new JRC report which proposes four scenarios towards 2050; global food, regional food, partnership food and pharma food and discussed how Europe should use this forward-thinking report to ensure its readiness; *“by the time we face a challenge, it will be too late”*.

New plant breeding techniques, conservation agriculture methods and advances in agricultural machinery would be part of the answer, noted the three respondents. During a lively session, they demonstrated that new techniques and technologies are able to be applied today to reduce input needs, increase production and increase the safety of the food produced at the same time. However, both panellists and the audience noted that the European attitude to agricultural innovation has in certain cases proved a hindrance in the search for solution.

The JRC report “Delivering on Food Safety and Nutrition in 2050 – Future challenges and policy preparedness” is available on the JRC website.

Austria's "Healthy Soil for Healthy Food" unanimous winner of the Soil Award

The Land and Soil Management Award recognizes the immense value of the work of land owners and land managers in mitigating soil threats. In doing so, the award sheds light on outstanding achievements, encouraging new concepts of land and soil protection and their implementation in land management, as well as enhancing awareness about the importance of land and soil functions.

Together with the food retailer SPAR and WWF Austria, Austrian farmers in the winning project "Healthy Soil for Healthy Food" are using soil conservation methods to provide healthy food to local consumers. 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 them the Land and Soil Management Award for their extraordinary work during the Gala Dinner following the 10th Forum for the Future of Agriculture.

In order to enhance soil health, 59 Austrian farmers and their partners have built a strong alliance in the framework of this collaborative project. Together, the three stakeholders have enormous power to re-shape and influence food production and consumption patterns. More importantly, they have shown the will to do it.

The project started in 2015, introducing soil-conservation agriculture practices on 800 hectares. In 2016 this increased to 950 and the goal is to further expand it to 1.200 hectares in 2017. So far, 59 farmers and their families are involved in the project producing mainly vegetables; cabbage, tomatoes, onions, carrots

and three different kinds of salads using soil-conservation agriculture methods such as fertilization with compost rather than commercial fertilizer, minimum tillage, permanent green cover and crop rotation.

The partnership is empowering. SPAR, one of the biggest food retailers in Austria, coordinates the project with high engagement. By guaranteeing the sale of the produced vegetables and paying a bonus of 30€ per stored ton CO₂ in soil to the farmers, the company offers a strong. The supermarket chain, in cooperation with independent soil experts, uses soil samples to monitor the process made in soil health and carbon storage to ensure the effectiveness of the project.

The produced vegetables are sold at more than 1.600 stores all over Austria. Daily, one million customers have the chance to purchase healthy food from healthy soil. Through their own purchasing power, consumers can improve the condition of Austria's agricultural land and contribute to climate change mitigation. With almost 41.500 employees and up to one million customers per day, SPAR is a multiplier of a special kind. Hence, the retailer has a high ability to build up awareness for the special func-

tions soil fulfils in everyday life by using different canals like employee and customer magazines.

In order to build awareness amongst the consumers, SPAR reaches 800.000 people with the customer magazine MAHLZEIT. Regular articles present the project and put emphasis on the importance of soil protection have been appearing there since 2015.

The other partner, WWF Austria, functions as a provider of expertise and knowledge regarding soil issues. With thousands of supporters and a strong position in the civil society, WWF is using its communication channels to build awareness for the topic of soil degradation.

The innovativeness of the project is multidimensional: the farmers, the retailer and the NGO have built a strong, unique alliance along the supply chain. The partnership between these three stockholders enhance sustainable development. Together, they have create a better food chain; from producer to consumer.

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



Julianna NAGY, Thierry de l'ESCAILLE, Daniel CALLEJA CRESPO, Julia HASLINGER, Alois LIEBMANN, Thomas PANZL, Andreas PREGARTNER, Erik FYRWALD, Prof. Martin GERZABEK, Emmanuelle MIKOSZ



Konstantin KOSTOPOULOS, Humberto DELGADO ROSA, Matthias GRÜN, Stefan OTTRUBAY, Nicolas de BUMAN, Henrike LUHMANN, Günther Graf von der SCHULENBURG, Thierry de l'ESCAILLE

The FFA honours second Austrian Wildlife Estates Label

The Forum for the Future of Agriculture (FFA) is a unique opportunity to gather all key stakeholders in the field of agriculture and environment to showcase best practices such as the Wildlife Estates Label.



The Wildlife Estates (WE) Label project represents a network of exemplary estates which have implemented good management and conservation practices in favour of nature and biodiversity protection. It rewards responsible land managers by recognizing their achievements as regards nature and biodiversity protection and highlights their key role in enhancing biodiversity on their lands. Furthermore, it engages the private and public sectors in mutual cooperation to halt the loss of biodiversity. The project now encompasses 248 estates covering well over 1 million hectares of which more than 500.000 ha fall under the Natura 2000 network.

This year we had the pleasure to welcome our newest member, the *Esterhazy Betriebe* from Austria, at our FFA Gala Dinner. The ELO and the Wildlife Estates Jury were honoured to award the *Esterhazy Betriebe* with the WE Label for their extraordinary wildlife management. Thierry de l'ESCAILLE, CEO of the ELO as well as Humberto DELGADO ROSA, Director for Natural Capital at DG Environment, European Commission welcomed the efforts made on this estate to promote biodiversity.

Being the largest private estate in Austria (about 40.000 ha) with about 20.000 hectares falling under the Natura 2000 network, the *Esterhazy Betriebe*

are well aware of the importance of sustainable wildlife management. They developed a holistic approach regarding wildlife management and a concept of criteria and indicators of sustainable hunting in order to reach their sustainability objectives. Three working groups ensured that these criteria were in line with the ecological, economical and socio-cultural principles which were then put into practice to test their suitability.

Esterhazy Betriebe cooperates with the WWF in order to make a significant contribution to the implementation of the EU-biodiversity strategy for 2020 and the Biodiversity Strategy Austria 2020+.

Successful projects in the area of Lake Neusiedl and in forest areas show the evidence of a good cooperation between landowners and environmentalists.

The national park Neusiedler See-See Winkel was founded in cooperation with the *Esterhazy Betriebe*, the main contributor of land to this park. Lake Neusiedl and its surroundings became a UNESCO-world heritage site in 2001. It is an important breeding area for more than 340 bird species and a habitat for many other flora & fauna species. A new reserve of 900 hectares has been designated in the north of Lake Neusiedl in 2015 to enhance the living conditions of flora and fauna and in particular the present bird species.

The agricultural sector of the *Esterhazy Betriebe* operates 100% organic farming and contributes to the improvement of biodiversity with important pollinator initiatives such as field margins, grass strips and beetle banks, bushes and uncultivated pastures.

For more information please visit our website www.wildlife-estates.eu or contact Florian HOFBAUER, ELO at wildlife@elo.org

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About the Forum for the Future of Agriculture (FFA)

The Editorial team would like to convey special thanks to RORY WATSON, JURGEN TACK, JULIANNA NAGY and FLORIAN HOFBAUER, for their contribution to this special Countryside magazine edition.



This annual Forum is an initiative of the European Landowners' Organization (ELO) and Syngenta. 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.



Diary dates

May 2017 or first half of June 2017, European Union

Open day to celebrate the 25th Anniversary of the LIFE Programme and of the Habitats Directive
<http://life-25.eu/>

18 - 19 May, Augsburg, Germany

2nd Transnational Meeting of the CO-FARM partners
www.elo.org

29 May - 2 June, Brussels, Belgium

EU Green Week: Green jobs for a greener future
www.eugreenweek.eu

1 - 3 June, Belgium

20th GA of the FCS: "Natural Capital, Private management"
www.friendsofthecountryside.org

5 - 7 June, Helsinki, Finland

World Circular Economy Forum 2017; with the active participation of Janez POTOČNIK
www.sitra.fi/en/projects/world-circular-economy-forum-2017/#wcef2017

6 - 9 June, Barcelona, Spain

2017 World Conference on Natural Resource Modelling
<http://resourcemodeling.org/>

13 - 14 June, Tallinn, Estonia

ELO General Assembly
www.elo.org

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 overproduction. 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 agenda this year focused on 'Time for solutions'. Now that the UN Sustainable Development Goals have been agreed on, the Forum focused on how those goals must be implemented in practice. Luminaries from various leading international institutions, such as the Vatican, the Organisation of Economic Co-Operation and Development, the European Commission, NGOs, and businesses from every sector presented their diverse views to a packed auditorium.

The FFA Team

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

The FFA is an initiative from



Let's increase our food supply without reducing theirs

the good growth plan

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