

Country^{side}

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A close-up photograph of a woman, Amina Mohammed, speaking at a forum. She is wearing a purple headscarf with a white and black patterned band, and a light purple shawl. She has a microphone clipped to her shawl and is gesturing with her hands as she speaks. The background is a blurred blue and green.

8th Forum for the Future of Agriculture (FFA)

Amina Mohammed

*UN Special Adviser
Post-2015 Development Planning*



Editorial

Thierry de l'Escaille, *Secretary General*

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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 apply the same solutions like those of the past. More inputs, more water, more everything is not a sustainable path; we will need to become smarter, innovate more, and eliminate our waste as much as we can.

Our ways of production must become circular. Global resources cannot support linear production systems where we take inputs, make products and too much ends up on the garbage belt. Re-using, reducing inputs and improving our operations are prerequisite to a sustainable future. This is a challenge not just for our members, but for the global economy.

Consumers, too, must play their part. Not just by paying a fair price that supports farms and farmers, but by examining their own lifestyles. The 100 million tons of food we waste every year is immoral. It destroys not just the land managers' hard work, but all its precious inputs.

Collectively, the way we treat our soils and planet must change. The earth beneath our feet is the most important asset for any landowner, and we have instituted the Land & Soil Management Award to promote better practices, not just to our members but to everyone.

At the FFA2015, we have seen not just the challenges, but the solutions too. Together, if we wish it, we can truly balance food and environmental security.



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UN Sustainable Development Goals: A new momentum for European agriculture



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.

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 the UN Sustainable Development Goals: A new momentum for European agriculture. Luminaries from various leading international institutions, such as the European Commission, the European Council, the European Parliament, the food/farming chain, NGOs, and businesses from every sector presented their diverse views to a packed auditorium.

The discussions in Brussels will continue during the FFA2015 regional events, taking place in the autumn at the EXPO Milan and in Ireland.

The FFA Team

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

The FFA is an initiative from



FFA2015 Opening statements Reconciling Food and Environmental Security

"From modest beginnings, the FFA has become the EU's primary venue for agriculture and environment" summed up outgoing Chairman and former Agriculture Commissioner Franz Fischler. Taking place on the 31st of March in Brussels, the Forum's mission has remained the same; to meet the challenges of providing both food and environmental security to a growing global population. According to Mr Fischler, three key principles were involved in the creation of the Forum: innovation is key to the future of agriculture, it must be sustainable, and Europe must achieve prosperity in both rural and urban areas.

Over the years, the FFA has remained true to these ideas and grown from 200 participants to over 1,500 at this year's event. As attendance has grown, so has its scope; now looking beyond the borders of Europe to achieve a truly global outlook. This was especially important to the 8th Forum, which took the new UN Sustainable Development Goals (SDGs) to heart. With the ambitious goal of eliminating global poverty by 2030, speakers and participants were this year



Franz Fischler

challenged with the question of how agriculture and environmental sustainability could contribute.

"After chairing for seven years, I have the honour to open the FFA for the last time" said Mr Fischler as he handed over the chairmanship to Janez Potočnik, former EU Commissioner for Environment. His replacement, said Mr Fischler, would be "a safe and inspiring pair of hands" to

lead the future. Taking the reins, Mr Potočnik explained that, as a farmer's son and former Environment Commissioner, he had always seen the FFA as "a place where people can exchange views, listen and - even when they disagree - have a chance to come together. I still believe this. That is why I'm here."

The CAP reform, the new chairman said, had created a "polarisation" between

farmers and environmental groups at a time when a sincere reconciliation between the two is urgently needed.

To achieve the new SDGs, he stated, the world would need to make *“necessary and unavoidable changes to the way we produce and consume”*, and that this challenge could not be met only at the European level, but needed a full global effort.

Furthermore, the consequences of the economic crisis, still visible across the continent, had created a renewed focus on European expenditure. *“Life after this crisis will not be the same for anyone, including farmers”* Mr Potočnik warned. The consequence of this will be that the use of public money, which also involves the CAP, would need to provide *“clear proof that it addresses public needs and goods”*.

Finally, the former Commissioner urged farmers and environmentalists to come together because they *“need each other and to a large extent even have the same interests”*. In line with the ideas of the Forum, the countryside needs to provide food and environmental security at the global level. The new chairman left no doubt that producing food to live must be *“organized in a healthy way and in harmony with nature”*.

Closing his speech, Mr Potočnik urged the audience and speakers to remember that *“you harvest what you sow”*. The programme today, he said, would provide food for thought and action, and that the upcoming speakers would *“nurture new ideas as they sprout the first green shoots”*.

KEYNOTE ADDRESS
The SDGs – Transforming agriculture and food systems for ending poverty

“The First Generation to End Poverty, but the Last to Truly Affect Climate Change”

The second keynote address was delivered by Amina Mohammed, UN Special Adviser on Post-2015 Development Planning, and one of the architects of the new Sustainable Development Goals (SDGs) that will this year replace the previous global targets: the Millennium Development Goals. With an ambitious 17 goals and 169 defined targets, these SDGs form a truly global challenge that begins with the recognition that *“all countries have shared problems and responsibilities”*.

The primary goal of the new SDGs will be the eradication of poverty and setting the world on the path of sustainable development across economic, social, and environmental dimensions. Two major differences from the previous Millennium goals will be the need for all UN Member States to *“take ownership” to drive the changes in the lives of their citizens, as well as to break beyond “silo-based goals”*, where the interconnected nature of global changes is fully realised.

Mrs Mohammed left no doubt about the global scale of the SDGs: *“No one is left without something to do in promoting sustainable agriculture.”* This challenge would, however, not only need to be met

on the production side, but a similar effort must be made to promote sustainable consumption patterns. Above all, the new goals call for the *“preservation and sustainable management of marine and terrestrial ecosystems”*. Although the individual goals for countries may be different, the scale of the challenge was clearly marked in her speech: *“We are the first generation to end poverty, but the last to truly affect climate change”*.

The second Sustainable Development Goal calls for *“An end to hunger, the achievement of food security and improved nutrition and the promotion of sustainable agriculture”*, the end result of which would allow all peoples to enjoy a sustainable food supply. For global agriculture, Mrs Mohammed laid down three specific goals; increasing the productivity and incomes of small and family farmers, increasing sustainable food systems and farm resilience, and preserving genetic diversity in crops and diets. Specifically looking at what Europe could contribute to this goal, the UN adviser stated that *“the EU now has the challenge and the opportunity of building a whole-of-government and whole-of society approach for sustainable development”*.

Looking at current global challenges facing the food system, the SDGs need to urgently challenge an *“increased investment in the global countryside”*, where not only ecosystems were under pressure, but low farm incomes could cause a dearth of future generations of farmers. To improve these incomes, global agricultural trade would need to pick up according to the speaker. One way to achieve this would be *“the elimination of agricultural export subsidies”*.

During the Q&A session with the audience, the UN adviser acknowledged that the much-needed science education in many developing countries was still lagging behind as the *“trade-off between immediate aid and long-term development”* has not been resolved. However, she cautioned against too strong a focus on points of measurement, as the SDGs *“are not a prescription or legally binding, but a political agreement”*.

With the support of the UN Secretary-General, who identified dignity, people, shared prosperity, planet, justice, and partnership as the *“six essential elements”* for the SDGs, the second keynote speaker powerfully combined global and European goals for the coming decades.



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Janez Potočnik

SESSION 1

Rethinking global food security
and sustainable agriculture: from
Europe to the World

The Sustainable Development Goals: Agriculture's Global Challenge

Phil Hogan, European Agriculture and Rural Development Commissioner, stressed that the EU is committed to playing a key role in satisfying global food demand and security. It does so by enhancing the agri-food sector's overall competitiveness through consistent and non-trade distorting policies and by promoting innovation.

He emphasised how much the CAP has changed over the past 25 years, breaking the link between subsidies and production. *"We have moved from a system of price support with a heavily protected market to a market-oriented agriculture sector,"* he explained. Sustainability, focusing on viable food production, careful management of natural resources and balanced territorial development, are central features of the reformed CAP.

Looking further afield, the EU ensures that its agricultural policies are compatible with development priorities with export refunds practically a thing of the past. It operates an open trading policy and is now the world's biggest food importer and exporter.

The EU broadly welcomes the Sustainable Development Goals. But to be credible, the Commissioner stressed the need for clear, ambitious and realistic targets. Goal 2's aim to *"end hunger, achieve food security and improved nutrition and promote sustainable agriculture"* will require, he added, a wide range of national environmental, financial and other actions if it is to be successful.

Ren Wang, FAO Assistant Director General, set out the major challenges facing producers and governments around the world. Despite clear achievements in the Millennium Development Goals, some 805 million people remain undernourished and 2 billion suffer from malnutrition. Global food demand is set to grow by 60% towards 2050 as the world's population rises to some 9.6 billion, placing even more pressure on nat-



Phil Hogan

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ural resources, ecosystems and biodiversity.

Growing urbanisation – the subject of a major UN conference in 2016 – natural disasters, price fluctuations and volatile supplies all undermine food security. But climate change *"is probably going to be the biggest challenge,"* especially for vulnerable farming dependent populations in the developing world. However, a new discipline, agro-ecology, can help countries find solutions that respond to their individual needs, he suggested.

Mr Wang ended on an optimistic note. *"Hunger, food insecurity and malnutrition can all be ended sustainably,"* he insisted. This will require a range of policies and effort. But all those *"involved in food production and marketing will need to adopt new approaches if we want to succeed in feeding the world in the future,"* he warned.

Poverty Is the Problem

The panel discussion brought different geographical perspectives to the debate. Ricardo Sanchez Lopez, Latin America Conservation Council, said it was possi-

ble to *"establish a virtuous and non-violent circle"* of what he termed "increased productivity, increased conservativity (sic) and increased profitability".

In Latin America, his NGO is promoting sustainable intensification principles and working with producers, slaughterhouses and supermarkets to increase beef production. *"We can increase productivity without touching the natural frontiers,"* he explained. That principle applies to both meat and biofuel production. Asked whether ever higher production was a sensible approach to the global food challenge, since many believe the world already produces enough to feed itself, he replied that overall demand for animal protein would continue to grow.

Raed Safadi, Deputy Director at the OECD, told the audience that the Millennium Development Goals aim of halving hunger would not be reached – not because of increased food prices, but because of stagnant incomes. *"Poverty is the underlying reason we are not meeting the MDG target,"* he maintained. He offered three remedies: raise incomes of the poor, promote more sustainable agriculture and ensure a global trading system based on open markets.



Arun Gandhi

OPENING ADDRESS Mother Earth and Gandhian Nonviolence

Planting Seeds of Peace

Arun Gandhi, Speaker, Author, Agent of Change, admitted his surprise at being invited to address the Forum. What possible interest could a gathering of people discussing agriculture have in the philosophy of nonviolence, he had asked himself. Then, Mahatma Gandhi's grandson realised there was a connection.

"I call myself a peace farmer and so as a farmer I'm part of this group of agriculturalists. The only difference is that I plant seeds of peace and I hope these seeds will germinate and we can get a good crop of people," he explained to his audience in a thought provoking opening address.

The culture of violence, which his grandfather believed had taken over every aspect of human life, has to be transformed into one of nonviolence if there is ever to be peace. Violence takes two forms: physical, which we easily understand, and passive. *"This is some-*

thing we don't understand because we don't even consider it to be violence. It is so much part of our nature. It is things like overconsumption of resources, wastage of resources, destroying things, discriminating against people and hundreds of things that we do every day unconsciously."

Unthinking passive violence generates anger in victims who then resort to physical violence to try to get justice. *"So, logically if we want to put out that fire of physical violence, we have to cut off the fuel supply. Since the fuel supply comes from each one of us, we have to become the change we wish to see in the world,"* he said. Corporations and the business community should look beyond simply making profits to consider how they *"can bring about that peace and transformation,"* he added.

Mr Gandhi reminded his audience that more than half the world is living in abject poverty. *"We have to be ashamed that in 21st century civilisation so many people are still dying of hunger and we are thinking of producing more food. It's worthwhile to produce more food, but we cannot just continue to produce food which only the rich can buy,"* he insisted.

Food, along with water, air and shelter, he added, are four human rights his grandfather considered essential. *"We*

should not deny these rights to human beings because they can't afford it because we produce things only for those who can afford it."

He urged those present to take constructive action, not charity, to help people build up their own self-respect and self-confidence. He recalled how his grandfather used to tell people that when things became too unbearable, they should think of the face of the poorest person they had seen and ask themselves whether the action they were contemplating would make that individual's life better.

"That is important for us, even if we don't see faces of poverty in our daily lives because many of us live in countries where there is not much poverty. But we do see photographs of people living in poverty all over the world. We need to keep them in mind because any programme, any business, any form of life we are trying to practise here will not succeed if half the world's population is not part of that programme."

Mr Gandhi urged participants to consider how food production could be shared with everybody, making it possible for those who cannot afford to buy food to eat a decent meal. *"It is only through that, that we will eventually be able to create peace in the world,"* he concluded.

SESSION 2

How to reconcile ecosystem services and environmental risk management in agriculture?

Sustainability and How to Pay for It

The 15th Sustainable Development Goal, set out by the United Nations is to “protect, restore and promote sustainable use of territorial ecosystems, sustainably manage forests, combat desertification, and halt and reverse land degradation and halt biodiversity loss”. To develop Europe’s response to this challenge, the second panel brought together farmers, industry, environmentalists and policy makers to examine practical and political responses.

“The environment is not an integral part of your business, it is your whole business,” answered Commissioner Vella when giving the keynote address. According to him, many parts of the European farming sector are still producing in a non-sustainable manner. The Commissioner urged farmers and landowners to reconcile their activities with better environmental practices. Tim Breitmeyer, Vice-President of the UK’s Country Land & Business Association (CLA), disputed such charges, saying that “farmers are not the biodiversi-

ty villains they are made out to be”, and demonstrated many of the initiatives he uses on his farm to promote biodiversity and prevent pollution.

All speakers agreed that ecosystems are vital for continued farm business, and that climate change posed one of the major challenges for the sector. Mella Frewen, Director General of Food-DrinkEurope, voiced her concern over the loss of grain crops in Russia and cereals in the Iberian Peninsula as a result of changing weather patterns. Agriculture, according to Mikael Karlsson, President of the European Environmental Bureau, still contributed too much to climate change through its reliance on fossil fuels as well as the substantial emissions coming from the livestock sector.

The question of how to pay for sustainability was also examined by the panel, with the CLA’s Mr Breitmeyer boldly stating that “only profitable farms will be able to respond to the environmental challenge”, as the financial resources needed to do more for biodiversity and respond to climate change could only come from farms with a large enough income flow. In this, he was supported by Mike Muller of South Africa’s National Planning Commission, who argued that livelihoods and environmental sustainability needed to be considered together. The European Union itself, according to Commissioner Vella, is investing heavily

in sustainability, with “more money for the environment in the CAP than anywhere else”.

Is Europe on the Right Track?

“Sustainability is part of our DNA”, commented Mrs Frewen when discussing the vulnerability of the whole food chain to well-functioning ecosystems. During the panel, she laid out a list of initiatives that the sector was engaged in to improve its environmental footprint. Questions were raised, however, by both Messrs Breitmeyer and Muller as to whether farmers received a fair share of the sector’s profit, with the South African arguing that “too often, farmers are kept poor by their place in the food chain”.

Panellists and speakers also demonstrated uncertainty as to whether Europe itself was on the right track to sustainability, with Mr Karlsson stating that “neither [its] environmental or agricultural policies are currently adequate”. Commissioner Vella, too, noted that more needed to be done, especially with regard to preventative care to ensure clean water and well-functioning ecosystems and urged the audience to “take home one thing: the future of agriculture depends on the type of production. The choice is between sustainable agriculture or not.”



Karmenu Vella



Jeremy Rifkin

SPECIAL ADDRESS
Agriculture in the Third Industrial Revolution

Three Keys to 21st Century Agriculture

Jeremy Rifkin, Founder and President, The Foundation on Economic Trends, began by saying the world is about to enter a new economic paradigm where three new sets of technologies converge. These are communications technologies, energy sources and transport modes, which acted as common denominators in the two previous industrial revolutions, with Mr Rifkin citing the transformation happening in Germany.

“The new communications technology, the internet, is now beginning to converge with a new distributed digitalised renewable energy internet and an automated GPS guided and soon driverless transport and logistics internet to create three super internets in one kernel, which is on top of a new platform called the internet of things,” he explained.

The Forum heard that potentially three billion people could be involved in the “internet of things”, increasing effi-

ciency and reducing costs. Sensors are now present throughout the agricultural chain, monitoring the system and sending data to the end user. However Mr Rifkin claims progress is stalled due to an “elephant in the room” – climate change.

When the Earth’s temperature rises by one degree, the atmosphere sucks up seven per cent more precipitation, affecting the world’s water cycle. This causes more dramatic water events, he explained, such as droughts, floods and hurricanes as our eco-systems have not yet caught up with these water cycles. Despite food production becoming a casualty, agricultural systems have played a negative role in climate change. This is partly due to the long-term use of chemical fertilisers. These emit nitrous oxide when spread out on land, which Mr Rifkin described as being “296 times more potent than CO₂”.

Another cause is the increased change in production from food grain to feed grain for more livestock due to people’s increased intake of meat. Cattle, which now total 1.3 billion and occupy 23% of the world’s farmland emit methane gas, which he described as being “23 times more potent than CO₂”. Despite being reported on by the FAO, this has never received proper media coverage.

Three solutions were presented to the Forum to tackle the negative role of agriculture on climate change. The first is to enhance the move from chemical based pesticides and fertilisers to organic farming. However, it takes seven years for farmers to eliminate pesticides from their fields by leaving them unused, Mr Rifkin explained. He proposed that EU agricultural subsidies could be better used as incentives for farmers to leave their land fallow allowing them to upscale to an organic system.

Secondly, farms must be incentivised with EU help to become self-sufficient in energy, through renewable sources such as solar, geo-thermal and wind, with Mr Rifkin adding “there’s no excuse. This energy is zero marginal cost”.

Thirdly, and perhaps the most difficult to achieve, is to persuade people to change their diets. “We need to have a healthy discussion on lowering our food expectations on the food chain,” he said. Europe needs to debate and make changes to its agricultural system, in line with action required to achieve the UN’s thirteenth Sustainable Development Goal on combatting climate change. If this does not happen, Mr Rifkin concluded, then how can Europe preach to the world it is moving out of the carbon era to meet future goals?

SESSION 3

Innovation for jobs and growth through circular economy in agriculture

Carrots, Sticks and Nudges

Waste reduction, greater efficiency and more jobs in the agricultural sector – can all this be achieved through more sustained efforts towards a circular economy? This was the central question of the third session, which linked itself with Sustainable Development Goals (SDG) 9, which seeks to “build resilient infrastructure, promote inclusive and sustainable industrialisation and foster innovation” and SDG 12 which aims to “ensure sustainable consumption and production patterns”. With a new European circular economy package still unsure, the distinguished panel delivered their visions of such an economy, as well as the importance of innovation for Europe.

All panellists shared the view that global and European agriculture needs to do more to close input loops and

re-use limited resources wisely. Pavan Sukhdev, study leader of the influential 2008 TEEB report and Co-Founder of GIST Advisory, delivered the opening address, warning that “we may not be able to meet the scale of the challenge [of increasing food production by 70% by 2050] on the current model”. He urged the FFA to improve storage systems, increase composting as well as closing loops. These changes were supported by McKinsey’s Martin Stuchtey, who further added that waste reduction needed to be a priority of equal weight: “46% of all fruit and vegetables are regularly unused and wasted”, which wastes both the resources needed to produce them and the nutrients contained within.

Making Europe’s agriculture more circular would also be good for the countryside economy, with Mr Sukhdev predicting an additional 2 million European jobs through the further application of circular economy principles. On the global scale, however, Mr Stuchtey warned that “agriculture is exiting the global labour market; after 2019 we will see fewer people working in the sector everywhere”. Where the current 2.6 billion global workers in agriculture would go, is

unclear however, as Mr Sukhdev warned that “there is no immediate or realistic substitute job for 1 billion farm workers”.

More Sustainable Agricultural Systems

Re-using inputs such as crop protection products and fertilisers needs to be an integral part of a circular economy and providing sustainable agriculture into the future, as “the current story of agriculture is the story of more inputs”, according to Mr Stuchtey. Syngenta COO Jon Parr highlighted that Syngenta’s Good Growth Plan sets out public commitments, including to “increase productivity of major crops by 20% by 2020 without using more water or inputs”. Organic agriculture, according to Christopher Stopes, President of the International Federation of Organic Agriculture Movements, “already depends on natural cycles and has adopted a circular economy as a core principle”, and demonstrates the value of alternative farming systems.

Innovation, all agreed, would be vital for both a circular economy and for



Cass Sunstein, Jon Parr, Christopher Stopes, Johan Schnürer, Martin Stuchtey, Pavan Sukhdev, Stephen Sackur



Bob Young, Anne Krueger, Matthew Dempsey

countryside jobs, and one place to begin is with today's students "who will be professionally active until after 2060, well beyond the 9-10 billion inhabitant world", according to Johan Schnürer, Pro Vice-Chancellor, Swedish University of Agricultural Sciences. Mr Parr stressed that training would also be needed for existing farmers, especially for the smallholders highlighted by Mr Sukhdev who play an important role in solving the problem of feeding the world, and Syngenta is working to address this.

To achieve these ambitious goals, the panel assessed that a combination of carrots, in the form of more research money, sticks, such as the removal of fossil fuel subsidies, and nudges through the assessment of cost-benefit analysis would work best. Making the case for the latter, Harvard's Cass Sunstein warned that there "may never be enough benefits for companies to go 100% towards a circular economy model".

SESSION 4

European competitiveness through international trade partnerships and global agricultural growth

Not Enough Focus on Opportunities from TTIP

A "bazooka" for jobs, growth and competitiveness was the portrayal lent to a possible result from the EU-US Trans-

atlantic Trade and Investment Partnership (TTIP) negotiations. John Clarke, European Commission Director DG Agriculture, stressed agriculture is key to a successful agreement that would provide a significant boost to Europe's economy.

He emphasised that "if done right we will create a single market of 850 million consumers, accounting for half of world GDP and over one third of world trade". He discounted elimination of all tariffs or full liberalisation, since sensitive issues

such as higher costs remain in Europe. However doubts exist about TTIP's early finalisation, given its controversy and complexity.

"TTIP is not far enough along," according to keynote speaker Anne Krueger, Senior Research Professor, Johns Hopkins University. She stated that negotiations on the Trans-Pacific Partnership (TPP) are further ahead, adding that the US congress might not pass any agreement before the upcoming presidential elections.

Focus on Negatives

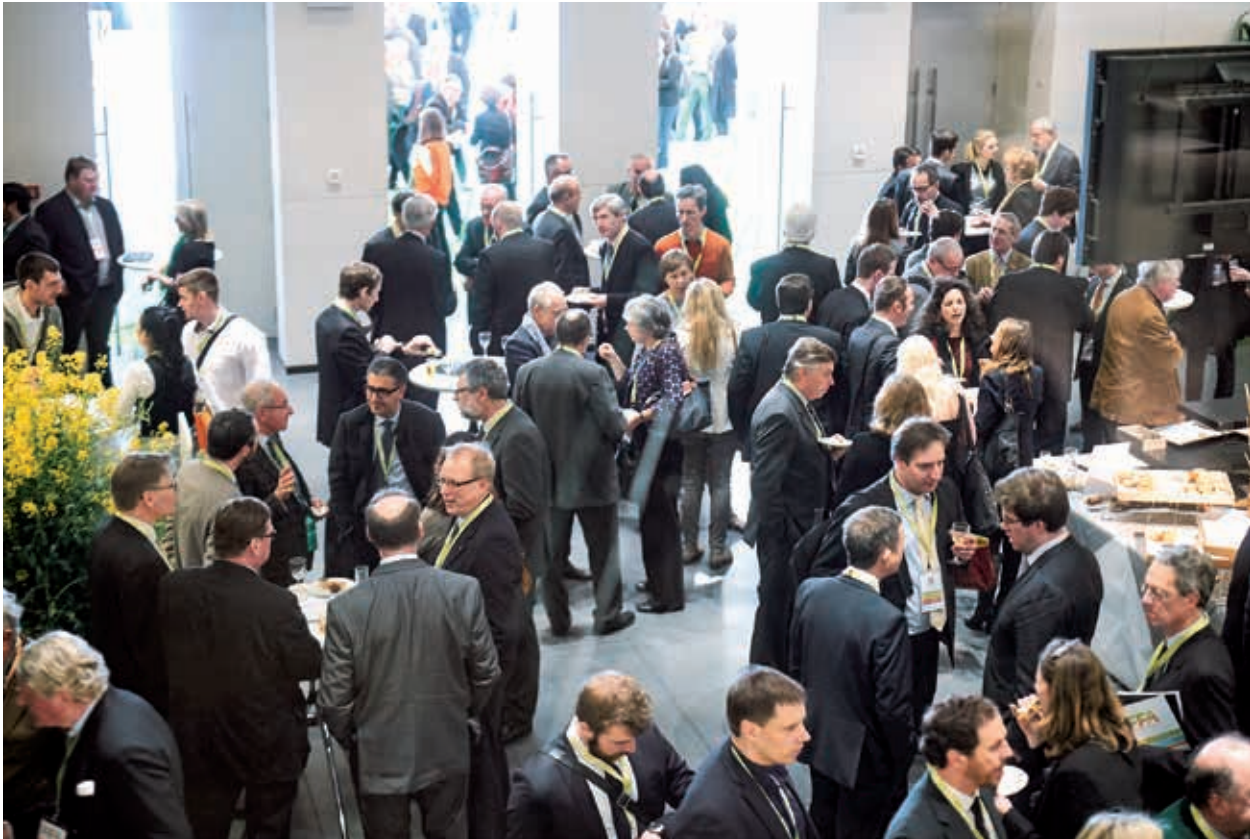
Mairead McGuinness, European Parliament Vice President, added that TTIP is a divisive issue between political groups, amid sensitive concerns about European environmental standards and protection of local production.

With the EU debate focussing on TTIP's negative elements Mrs McGuinness claimed, "the opportunities aren't being spoken about enough," adding that TTIP provides the chance for EU-US agreement on standards. "Equivalence is not dilution," she said.

The Canada-EU Free Trade Agreement (CETA) provides "an excellent example"



Mairead McGuinness



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of an “ambitious trade agreement,” said Frédéric Seppey, Chief Agriculture Negotiator, Canada. He also criticised the focus on differences rather than similarities between both entities, highlighting the diverging opinions on biotechnology, which he claimed could contribute to global food security.

Bob Young, American Farm Bureau Federation, said US agriculture supports trade agreements. However, he highlighted concerns over non-tariff trade barriers, which when in place “can be hard to get rid of”. Responding to a question about sustainability concerns in TTIP, he explained that unlike Europe’s government-driven approach to sustainability, in the US this is driven by companies, which hold “pragmatic” discussions with producers.

Protectionism in Emerging Nations

Whereas other industries saw increased integration and reductions in tariff barriers, agricultural policies remain protectionist, said Ms Krueger, adding that as developed countries became richer, farmers received more protection. She queried whether the same would happen in emerging nations, such as China, whose populations would consume

more meat and less grain as their incomes increase, leading to a change in the commodity composition of their trade. If so it would be “a major change in the international picture with interesting consequences,” she said.

Despite the breakdown of the WTO Doha Development Round, Ms Krueger extolled the benefits of a possible global multilateral trade deal. This should include farm income support that would result in “less price distortions and would be good for emerging markets”.

Aid for Trade

Developing countries have benefitted from EU trade preference programmes said Professor Emeritus Alan Matthews, Trinity College Dublin. However, he warned that this is not enough for the poorest developing countries. He advocated more schemes, involving “aid for trade” programmes in addition to trade preferences.

Taking the view that trade should not wholly dominate the discussion, Tony Long, Director WWF European Policy Office, stated that the 17 UN Sustainable Development Goals must remain in focus. Citing the second goal on end-

ing hunger, improving food security and sustainable agriculture, he implored that future conferences are framed around fairness, equity, distribution and sustainability. “It’s not about agricultural growth per se, it’s about distribution of resources,” said Mr Long.

**FFA2015 Closing statement:
Janez Potočnik**

Getting Ready for a Global and Sustainable Future

Closing the 8th Forum for the Future of Agriculture, new Chairman Janez Potočnik delivered the following remarks. We provide these here in full.

The Editors

“Ladies and Gentlemen,

What a day. It is hard to draw quick conclusions, but the best coincidence was mentioned at the beginning by Commissioner Hogan, who pointed out that it was the last day of the milk quotas. We have symbolically shifted

our debate from an inward to outward orientation and this was felt throughout the day.

We have heard from so many inspiring speakers who have shared their wisdom on topics ranging from including the whole world in positive change, to designing a new hybrid economy and how the world will meet the Sustainable Development Goals (SDGs). Our panellists have discussed sustainable global food security, safeguarding our ecosystem services, creating jobs and growth in a new and circular economy, and the importance of global trade for our wellbeing. These are only a few of the seeds that we have sown today, and I hope they will grow into further thoughts and actions in the coming years.

Today we have put our debate in the context of the SDGs because we are in a global transition that Europe cannot face alone; it requires global action. With so many people sharing the same planet and ever-increasing economic activities, we are already seriously interfering with the balance of the planet. We all know that we are now with 7 billion people,

and soon we will be nine; in fact, we have accommodated ourselves to this.

What it will mean is that in one generation we will have more additional people on the planet than the total global population 100 years ago. Back then we were only with 1.5 billion, and the next generation will see 2 billion more global citizens. It means an additional Germany every year, or a new United States every 4, or even a new Slovenia every 9 days and 6 hours. This is how fast things are going. Based on McKinsey's assumptions, 3 billion consumers will be lifted from poverty and into the middle classes by 2030.

All this has consequences, not only for feeding everybody sustainably, but for reducing food waste: if we keep wasting one-third of the food we produce, we also throw away the inputs used to produce it; water, energy, pesticides and human energy going into nothing. These are serious issues.

There are other consequences; all our economic sectors are in transition – energy, housing, mobility and agriculture will be an inevitable part. When we talk

of transitions, we must recognise the importance of incentives. Currently, these are not used for the right purposes; the money is there, but we have to redirect it to face the 'new normal'. This is to ensure that farmers in the future can still rely on those incentives in the future. They are crucial to changing the world and we cannot bring people and farmers on board without them. This has to be understood in order to create the right reasons for continued subsidies.

Next year, the global agreement on the SDGs will already have been signed. Today, through our debates we have contributed to their design. At the next FFA, we will have to ask ourselves if we are up to the job, if we are ready, whether we are prepared, if everything is going as it should in our contribution to this common global development.

With this in mind I would like to thank those of you who came to our Forum today. Next year, I hope you will be with us again."



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Shaping Land Management's Future

Allying social, financial and environmental visions keeps the land managers' feet on the ground and guarantees the best outcomes for all. This was agreed by participants at the Agriland conference on the eve of the 8th Forum for the Future of Agriculture. With 200 people present, it was a full house on the eve of as land managers and owners debated farming's future, sustainable resource use and new technologies.

Martin de Cock de Rameyen, Managing Director of Agriland, launched the debate by underlining the importance of farm environmental security, especially for the modern landowner. Better use of fertilizers and machinery, he said, would help maintain the balance between biodiversity and productivity.

Such a balance would be even more necessary in the face of future challenges such as the demographic explosion, urbanisation, and the need for more food and water around the world. However, with such tests there would also be opportunities such as payment for ecosystem services, (bio-)technologies and better regulation, argued ELO Secretary General Thierry de l'Escaille. Profitability, however, would remain at the heart of sustainable management, especially when the FAO warns that by 2050 we would have only 1m² per inhabitant to produce all his or her food. Property rights, he said, would remain at the core of providing future generation with a profitable and sustainable countryside.

YARA, the first company to create mineral fertilizers, was represented by Nicolas Pollet, who demonstrated their strong pursuit of innovation. With "producing more with less" as a core concept, the



Mr and Mrs Speeckaert, Konstantin Kostopoulos

company aims to be ready for a world with more people. To get there, precision farming as well as partnerships were necessary, he said, as well as a focus on not just the big picture, but on "daily solutions" as well. Demonstrating these solutions, the YARA manager demonstrated their latest developments, ranging from increased protein in wheat to software that optimized fertilizer use.

Knowledge sharing with farmers is crucial agreed Richard Markwell, the President of the European Committee of Associations of Manufacturers of Agriculture Machinery (CEMA). With the European Commission recognizing his sector as the most innovative, he presented the '4A' key to success: acting in the right way, at the appropriate time, with the appropriate amount and at the appropriate location. This approach, he said, was among the best tools to enhance research results and tackle tomorrow's challenges. Respecting natural resources through effective production, Mr Markwell said, is the key to meeting tomorrow's challenges.

This was echoed by André Fougeroux, Biodiversity Stewardship Syngenta, who emphasized that without the plant protection products, harvests would be 30% down. He described the

French Agéris network, as a perfect tool to preserve biodiversity while ensuring the financial aspects of the estate. With the program still running, the final results would, he thought, prove this theory. This event was part of the 8th Forum for the Future of Agriculture and was supported by ELO, YARA and Wildlife Estates.

Four New Belgian Wildlife Estates Labels for Wallonia!

As part of the Agriland conference, four Belgian Estates received the Wildlife Estates Label. They were recognized for their remarkable efforts to enhance biodiversity through sustainable practices such as mixed forest management, sustainable hunting and promoting field hedges. During the ceremony, Patrick Miel, who coordinates the WE Label in Wallonia, presented the Label, its purposes and benefits to the audience. The positive incentives from the WE Label, he said, provide a model of private countryside management that is economically and environmentally sustainable.

For additional information on the Wildlife Estates Label, please visit www.wildlife-estates.eu

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Jon Parr, Winfried Blum, Stuart Cath, Fiona Cath, Claudia Olazabal, Thierry de l'Escaille, Julianna Nagy

UK's West Woodhay Farms wins unanimously at the Land and Soil Management Award

The European Landowners' Organization (ELO), under the auspices of the European Commission (DG Environment and the Joint Research Centre), in association with the BOKU and Ljubljana Universities and Syngenta International, awarded once again the Land and Soil Management Award during the Gala Dinner following the 8th Forum for the Future of Agriculture.

The award was bestowed on Mr Stuart Cath, representing the project "Soil Regeneration at West Woodhay Farms" who expressed the estate's gratitude for the European recognition. West Woodhay Farms is a traditional English estate on the Hampshire/Berkshire border in southern England. The Estate is 830ha of challenging land with arable fields at 900ft above sea level, of which 520ha is arable. The remaining acres consist of woods and permanent grassland.

For this project West Woodhay Farms explores the possibilities of developing its arable farming practices into a more sustainable and profitable business, as well as improving and maintaining the natural environment and improving the soil for future generations. This was achieved through moving from a full tillage-based arable system to a zero-tillage system, changing rotation from all winter cropping to a spring/fallow based system, changing the farm's fleet of agricultural machinery and a commitment to invest in long-term profitability.

West Woodhay Farms feels that this is

a sound, profitable and sustainable approach to arable farming; leaving the soil in an improving state of health for future generations. Furthermore, it provides a model of good practice that neighbours near and far can follow.

The Land and Soil Management Award encourages new concepts of land and soil protection and their field implementation. It serves to enhance awareness of the importance of land and soil functions. The prize rewards private initiatives for sustainable land use and soil management, particularly those in line with the EU's Soil Thematic Strategy.

The members of the Jury consisted of Claudia Olazabal, Head of Unit Agriculture, Forests & Soil; Franck Lobnik, University of Ljubljana, Biotechnical Faculty, Center for Soil and Environmental Science; Luca Montanarella, European Commission- Joint Research Centre, Institute of Environment and Sustainability, Soil and Waste Unit; Marie-Cecile Lebas, Director of Public Affairs, Syngenta France; Thierry de l'Escaille, Secretary General, European Landowners' Organization; and the President of the

Jury was Prof. Winfried E.H. Blum, University of Natural Resources and Life Sciences (BOKU), Vienna.

For additional information as well as next year's award, please consult our website: www.elo.org

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The Editorial Team would like to convey special thanks to Europolitics team for their contribution to this special Countryside magazine edition dedicated to 8th FFA.

Diary dates

1 May- 31 October, Expo Milano 2015

Feeding the Planet, Energy for Life.
www.expo2015.org/en/learn-more

21 - 24 May, Newmarket, UK

18th FCS General Assembly
www.friendsofthecountryside.org

2 June, Brussels

High Level Conference on Large Carnivores platform
www.ec.europa.eu/environment/nature/conservation/species/carnivores/index_en.htm

3 June, Brussels

HERCULES EU level workshop
www.hercules-landscapes.eu

3 - 5 June, Brussels

Green Week 2015 Nature- our health, our wealth
www.greenweek2015.eu

16-17 June, Luxembourg

ELO GA
www.elo.org

1 July, Poland


WE Working Group
www.wildlife-estates.eu

14-16 September, Spain

WE Plenary Session
www.wildlife-estates.eu


1-4 October, Brussels, Ghent

EHHA General Assembly
www.europeanhistorichouses.eu



Official Participant

Monday, June 22, 2015
 10:00am-3:15pm
 EU Pavillon - Milan




Conference for Europe's multi purpose countryside

How jobs and income generated through rural recreational and cultural activities can help support the environment.

One of the greatest challenges of our time is to incentivise the more careful management of our biodiversity and the ecosystems it provides, especially in areas where there is limited capacity for profitable farming. This conference will exemplify the environmental care role of rural land managers in both the intensive food producing areas as well as the more marginal remote regions. Examples will demonstrate how jobs and incomes can be generated through rural tourism and recreation and developing heritage and cultural foods, thereby providing support for rural communities, the environment and illustrating the multi-purpose of the countryside.

For more information visit:
www.risefoundation.eu




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