



Editorial

The 7th Forum for the Future of Agriculture demonstrated that balancing environmental and agricultural security remains a priority at both the European and International level. With over 1.500 participants at the Square, a strong online following and intense debate by panellists and guests alike, we can say with confidence that the FFA has become one of the premier events on the Brussels' agricultural calendar.

With both Pascal LAMY and Olivier de SCHUTTER as keynote speakers, guests had a chance to discuss the shape of the future of agriculture, where, as both speakers agreed, there would be both greater volatility and a stronger need for environmental security. Furthermore, the impact of climate change on global agriculture was mentioned by many of the speakers; a true concern for all of our members and for all Europeans.

For the more immediate future, the TTIP was high on our agenda this year as well. The ELO remains positive about the possibilities of this agreement, but urges all negotiators not to underestimate the challenges faced by Europe's agriculture in the years to come.

We have always maintained that farming is a progressive enterprise, and we were glad to see that our panel on agricultural enterprise supported this notion. In this, I fully support the statement by panellist Mikhail ORLOV; that we must look first to our farms' profit and loss sheets and determine from there what is necessary.

Finally, I would like to thank Franz FISCHLER, chairman of the FFA for the last seven years, for his tireless dedication to growing the Forum from its humble, 200 guest origins, to the scale and stature of the FFA today. The future of the Forum is bright, and this is in no small part due to his hard work and passion.

Thierry de l'ESCAILLE
Secretary General



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FRANZ FISCHLER

FFA 2014 calls for innovation and knowledge transfer to accelerate safety and sustainable in agriculture



➤ **FFA 2014 calls for innovation and knowledge transfer to accelerate safety and sustainable in agriculture**

On the 1st of April, the 7th Forum for the Future of Agriculture took place in Brussels. One of the largest gatherings of international representatives of farming, business, policy-making and civil society, the FFA called on EU and world leaders to prioritize innovation and knowledge transfer, as well as the removal of trade and regulatory barriers, and to accelerate the achievement of sustainable agriculture.

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Delivering food and environmental security

The 2014 FFA highlighted the need for action on climate change, as well as Europe's challenge of changing its resource intensive agriculture and its demands for high-quality, safe and affordable food. Soil health, reducing inputs, and looking for new sustainable models must be part of this search.

Delivering sustainable intensification

Sustainable intensification, doing more with less, and applying more knowledge per hectares are vital issues for Europe's agriculture. Transforming our current systems will only be possible if we have a clear understanding of where we have to go and how to measure our progress. This is not only a question for Europe, but applies to Africa and the world.

Delivering farm business results

Farming remains a business that must be profitable to exist; new investments in farms and infrastructure will be vital in the coming decades, and a new EU-US trade treaty could bring enormous benefits, but only if we can ensure regulatory harmony and a willingness to compromise on precaution and GMOs in particular.

EXHIBITORS

MAIN PARTNERS

MEDIA PARTNERS

Hungry for Change

“How can we help biodiversity and match it with agriculture?” this key question, asked by Natalie PAUWELS of DG Environment, was one of the central questions of the Hungry for Change workshop. This event, kicking off the two days of the Forum for the Future of Agriculture, was organised by the European Crop Protection Association (ECPA) and closely examined the combining of farm profitability, innovation, and environmental protection.

Looking back three decades where the “total [biotech] research and development in Europe has fallen from 30 to 7 percent”, according to ECPA Director-general Jean-Charles BOCQUET, the event made clear that a renewed emphasis should be placed on developing the next generations of agricultural innovation in Europe.

This urgent need for innovation was echoed by many speakers, but Mr BOCQUET opened his speech by stating that the crop protection industry currently needs 10 years and over 200 million euro in order to place new products in European marketplaces; he argued that this was an untenable situation for the industry. His comments were echoed by remarks from COPA-COGECA President, Pekka PESONEN, whose concern about “the impact of red tape on farmers” was broadly echoed by the audience. Similar applause was heard for Gilles DRYANCOUR, President of CEMA, whose strong support for farm profitability was summed up as follows: “the reason for making anything is to make a profit, which is not a dirty word”.

Throughout the event, a strong focus was placed on the need for improved communication by farmers and industry, both towards policy makers and the general public. Prompted by a question from ELO President, Christoph BUREN, Roxane FELLER of FoodDrink Europe responded that “we can only produce what is asked by consumers”. There was broad agreement that a new spirit of openness was needed, especially at the farm level, which should demonstrate modern farming to the public. This openness has been overly lacking in the past, according to the panellists.

Involving the public should also include raising their responsibility and awareness. As Caroline DRUMMOND of LEAF pointed out, “by 2050 we will have 9 billion people, but they will be eating like [they are] 12 billion”. Food waste and food information



NATALIE PAUWELS

should also be included in the conversation; at a time where a large majority of people do not live in the countryside and “many people do not know that bacon comes from a pig”, according to Mrs DRUMMOND. A renewed education effort seemed more than timely to both the panellists and the audience.

The second part of the event looked more closely at practical applications of environmental conservation in the field, with Alistaire LEAKE of the Allerton Research Trust demonstrating that “re-bugging the field” with useful insects could help with

integrated pest management and restoring species such as the grey partridge. Soil and soil sealing remained an issue for the European Commission, with Mrs PAUWELS strongly advocating another look at this issue, even though the Soil Directive has been discarded by Europe.

The workshop finished with a strong closing statement by Mr BOCQUET, who urged the audience to remember that “Innovation is a must, but communication is also a must”.

RISE workshop on sustainable intensification calls for measurement

The RISE Foundation's pre-FFA workshop on the sustainable intensification of European Agriculture voices support for the concept and calls for redoubled efforts on measurement.

The day before the 7th Forum for the Future of Agriculture (FFA), March 31st 2014, the RISE Foundation convened a high-level workshop to discuss the preliminary findings of our investigation into the sustainable intensification (SI) of European agriculture.

The proceedings were kicked off by Professor Allan BUCKWELL of the Institute for European Environmental Policy, who gave a presentation on the concept and explained why we need to measure both agricultural intensity and sustainability in order to manage our path towards a sustainable future. He argued that the growth of the human population, expected to exceed 9 billion by 2050, necessitates an increased food production.

At the same time, we cannot convert more pristine land to agricultural land except at an unacceptable environmental cost. To meet this challenge, he argued, Europe and the world need to sustainably intensify agricultural production, meaning producing more output from less input while increasing the production of ecosystem services. Measuring agricultural intensity and sustainability is a key problem which must be solved if we are to achieve this. Professor BUCKWELL's presentation was followed by Professor Winfried BLUM of BOKU University Vienna, who presented one attempt at measuring key environmental characteristics of farming: a Europe-wide soil survey aiming to map which European soils have the necessary qualities for SI. The key finding from this study is that SI can be recommended for just shy of 40 percent of European soils.

The keynote speeches were followed by comments from a panel of distinguished experts. Professor Les FIRBANK of Leeds University pointed out that there are, at the moment, huge disagreements regarding both what metrics are needed in order to measure sustainability, and at what level



PROFESSOR WINFRIED BLUM ON THE PODIUM

the measurement needs to be carried out at. Professor Martin van ITTERSUM from Wageningen University posited that the degree to which intensification is sustainable is so dependent on local conditions that there can be no one-size-fits-all policy approach to SI. Both farmers and consumers therefore need to be included.

Dr. Martijn GIPMANS of BASF reiterated the complex nature of the problem and added that metrics and measurements should enable continuous improvement, not be used to exclude individual farmers from markets. Dr. Maria-Luisa PARACCHINI from the European Commission's Joint Research Centre argued that farmers should not be seen as simply providers of data, and that it was vital that they were able to use the data they helped generate, while Mr Claudio de PAOLA of the Lombardy region shared some of his experiences from working on environmental measurement in the SOSTARE project.

Following the panellists' comments, moderator Matthew DEMPSEY proceeded to open the floor to the audience, which produced a lively and engaged exchange of opinions. The two hours at the workshop's disposal flew past in the blink of an eye, leaving a good number of the participants engulfed in discussion as they exited the Square conference centre and faded into the Brussels night.

The RISE Foundation takes encouragement from the level of interest generated by the SI project and eagerly anticipates the launch of the full report on June 24th.

RISE Foundation Team

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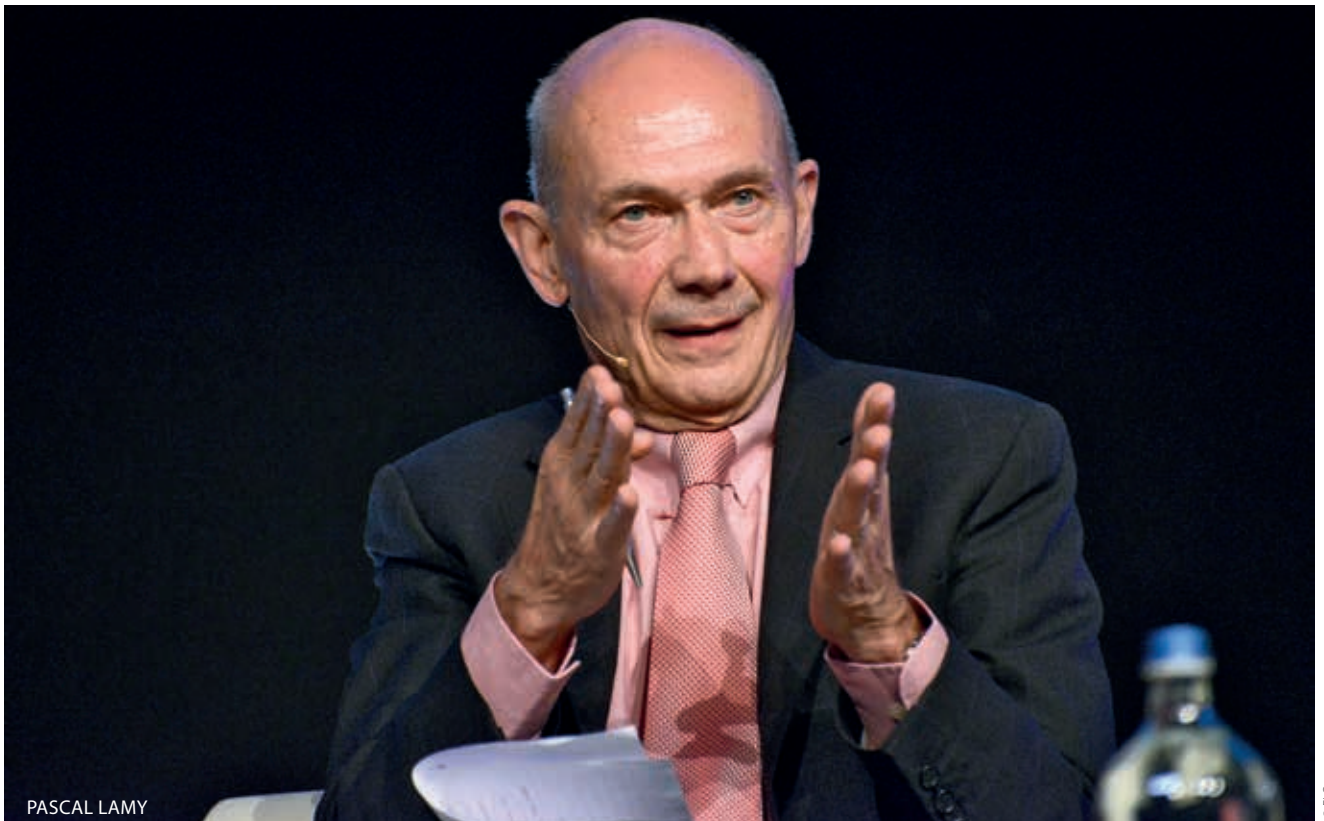
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PASCAL LAMY

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“A new volatility”

Global trade and international agriculture will experience a new era of volatility, said Pascal LAMY, former head of the World Trade Organization (WTO) and current Honorary President of Notre Europe. Drawing on decades of experience in international trade and negotiations, Mr LAMY illustrated that the changes in global population and wealth, along with climate change and the difficulties of trade harmonization will have a significant impact on agriculture by 2050.

Changes in the agricultural sector, Mr LAMY stated, were being driven by two major factors; the economics of supply and demand, and emergence of a new global society with new standards and choices. While the last 20-30 years had seen reductions in global agricultural prices, he argued that climate change, the new role of bioenergy, and a change in global dietary patterns would lead to more price volatility – as the '07-'08 food crisis demonstrated five years ago.

Changes in civil society will play their part too. An estimated 5 billion people in the global middle class by 2030, with 2 billion more in Asia and 1 billion in Africa, will demand a more diverse and higher quality diet. According to the former WTO chief, this complex new reality of food will have a heavy impact on global agricultural regulations. Conversely, Mr LAMY also pointed out that there are still “many people with

limited access to food due to affordability, which may increase political tension”. Food security will thus remain high on the global agenda, even as more and more citizens escape poverty and join the middle class.

Taking these two factors of supply and demand and the new global society under consideration, Mr LAMY looked ahead to what their effect might be on food policy. First, he argued, we would experience a need for “larger and deeper markets” that could regulate supply and demand and counter the shocks of higher volatility. While in the past the main barrier to these would have been tariffs and subsidies, the speaker stated that “precaution” would form the basis of restriction on agricultural trade in the coming decades.

Mr LAMY urged a “a level playing field of precaution” to set standards for international trade. However, he realised the difficulty of

creating such a global set of standards as “precaution is based on culture; it is not objective” and based in “dreams and nightmares” about our food supply. While he added that new global standards should not take zero precaution as a starting position, a universally agreed set of administrative rules for this concept would keep the benefits of economies of scale and efficiency.

During a Q&A session with moderator Stephen SACKUR, Pascal LAMY further stated that the “oil tanker of European [agricultural] policy is slowly moving in the right direction” and supported a European agriculture that focuses on adding value and creating high-quality processed food. Noting the high regard in which European agricultural specialties are held around the world, he urged Europe’s farmers towards entrepreneurship and combining different requests from global society to meet tomorrow’s high standards.

Rebuilding local agricultural systems

“Delivering not only more, but better” was the theme of the keynote address by Olivier de SCHUTTER, the UN Special Rapporteur on the Right to Food. Looking back at the last decades of agricultural developments, Mr de SCHUTTER identified three new major changes in the agricultural sector that could rectify some of the mistakes made in the past, as well as delivering a strong statement of support in favour of agro-ecology, which in his view could improve the global agricultural system.

According to Mr de SCHUTTER, the solutions proposed in the 1980's and 1990's, the specialisation of certain countries into high-intensity, large-scale farming that could then “feed the world”, no longer work in the 21st century. Through such agricultural practices, he argued, small farmers across the world lost out against international and internal competition of larger farmers. This has led, he argued, to the 48 lesser developed countries to become highly dependent on agricultural imports.

However, Mr de SCHUTTER then stated that this convention is now turning, mainly due to three reasons; the first being international shift in attitude “from feeding countries to helping countries feed themselves”. According to him, there is now a much larger focus in stimulating local growth and small farmers in order to grow the local economy, which would lead to more global trade as well as better local and regional markets.

The second shift identified by the speaker was the increasing use of “food security and nutrition” instead of food security alone. In the past, he stated, there had been an “overemphasis” on large and extensive crops such as wheat and corn, with too little focus on the fruit and vegetable sectors. The “rebuilding of the connection between health and agriculture” would be a vital part of 21st century agriculture.

The final shift identified was a greater concern for environmental security, with four major concerns identified by the speaker; soil health, an overdependence on nitrogen and fertilizers, pressure on fresh water systems and climate change. Mr de SCHUTTER then proposed agro-ecology as the answer to the environmental challenges faced by the agricultural sector. He clearly stated that this did



OLIVIER DE SCHUTTER

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not mean a return to traditional methods of production, but rather the application of “21st century science that understands how nature works” in order to make nature into an ally of the farmers. Among the advantages for agro-ecology, he argued, would be environmental benefits in the form of better soil health and economic advantages in the form of lower costs that could help “insure against future shocks”.

Concluding, the keynote speaker advocated a shift in perception; one that holds that “more agriculture does not need to be more industry” – with small and medium farmers in developing countries playing a vital role in linking global agriculture. Finally, Mr de SCHUTTER strongly advocated “designing farm systems for and with farmers”, rather than top-down.

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Environment- Land Use and Natural Resources in EU Policies

The first session of the day focused on the environment, featuring a discussion about land use and natural resources in EU policies. Topics ranged from the local landowners' take on the concept of sustainable intensification, its application in EU level policies – particularly those concerning soils and land use – and how modern technologies, including GM, can contribute to the goal of sustainable intensification.

Opening the session, Commissioner Janez POTOČNIK highlighted the challenges facing society in relation to soil and land use, and how well-designed policies may help us implement the solutions we find. Commissioner POTOČNIK's statements elicited responses from the panel, comprising Jürgen VOEGELE, Director for Agriculture and Environmental Services at the World Bank; Michael SALM-SALM, President of the German Landowners' Association; Ignace SCHOPS, Director of Regionaal Landschap Kempen en Maasland; and Bob YOUNG, Chief Economist & Deputy Executive Director for Public Policy at the American Farm Bureau Federation.

Reminding us of the growing pressure exerted on our food system by a growing population, Commissioner POTOČNIK called for a reflection on our use of soil resources, arguing that *"soil degradation and land conversion goes beyond the crucial use of soil for agriculture and energy"*. He welcomed the concept of sustainable intensification, hoping that soil and land use would be factored into it, but warned that we would first have to define the concept before coming up with solutions and designing policies.

Mr VOEGELE responded in strong agreement, citing the major contributions of land use to greenhouse gas emissions as an argument for urgent reform of our farm systems. In his words, *"we need to invest in agriculture for a triple win; resilience, mitigation, and productivity"*.

According to Mr VOEGELE, we must turn not to the Western world but to countries such as Costa Rica or Niger for innovative solutions to this challenge. Costa Rica's explicit consideration of landscape as a policy framework, he said, may teach us valuable lessons from the public policy side, while experimental trials in agroforestry in Niger



J.VOEGELE, M.SALM-SALM, I.SCHOPS, S.SACKUR, B.YOUNG, J.POTOČNIK

give an excellent example of the practical solutions that may contribute to sustainable intensification.

Michael SALM-SALM gave the point of view of the private landowner, claiming that foresters have always practiced sustainability by never cutting more than what can grow back in one year. In his opinion, this can only be achieved with strong guarantees for property rights, allowing for an intergenerational, long term perspective. The conclusion of Mr SALM-SALM's debate with Commissioner POTOČNIK was that we needed a bottom-up approach, with a collective agreement on how to proceed.

Jumping into the discussion, Mr SCHOPS warned the audience about the growing disconnect between farming and society. In his speech, he looked at the diversity of services that ecosystems provide, arguing for the preservation of biodiversity and

calling on the EU to take a strong leadership position in global climate change initiatives. According to Mr SCHOPS, the best way to achieve this is to foster a diversity of food systems, ensuring - among others - resilience to climate change.

As a conclusion to the session, Mr YOUNG compared the situation in the EU to that in the US, where incentives for proper soil management have been in place since 1985. But what allows US farmers to achieve sustainability objectives is, according to Mr YOUNG, modern technology. In his opinion, the use of genetically modified plants allows for low-till practices and a reduction in pesticide use, and precision agriculture holds much promise for the future, statements that were warmly received in the audience with a consenting comment by a conference attendee.

Increasing the Competitiveness and Investment in Farm Businesses

This session sought to explore the core themes of agricultural production and farm businesses: profitability, productivity and competitiveness, and how each is enhanced by investment. With this in mind, keynote speaker Robert Lewis CARLSSON, President of the World Farmer's Organization, opened the discussions into investment in the broadest sense of the mandate. Investment in agriculture, he argued, is a crucial way of ensuring that we have global food security.

Farmers produce for markets and make investments on the basis of a risk-reward analysis. Precision fertilizer is an example of an economically and environmentally rewarding technology and process, which is becoming exceptionally popular in the US. Where the capital outlay for purchasing or renting the equipment can be met, the payoff is great since this dramatically reduces one's annual fertilizer costs. In the case of smaller farmers, the possibility of access to such technologies is granted through cooperatives. However, as Mr CARLSSON pointed out, investment in developing countries is a much more complex affair. Many large world investors have failed in this respect, with the most likely formula for success being on-the-ground training in farm management; financial training; investment in infrastructure, storage etc.; and, direct dialogue with the farmers in those countries.

Indeed, turning the question posed by the session of how to increase productivity on its head, Mr CARLSSON drew on the EU as an example of world-leadership in agricultural production. As he stated: "You have been farming this land... for something like 7,000 years. Today, you have the lowest greenhouse gas emissions from agricultural sources in the world and you have, almost without exception, vast productivity per unit of production."

Before concluding, he drew on the importance of trade liberalisation in the opening up of investment in farming. For Mr CARLSSON, we are moving towards a future where competitiveness becomes less important as markets become more differentiated and continue to grow. However, reduction of trade barriers and more uniform regulation will be necessary conditions of ensuring this future.

Conversely, panellist Pierre-Olivier DREGE, Director General of the Wheat Growers Association, responded by asserting that competitiveness is crucial for agriculture today, perhaps underlying the differing perspectives from within and outside of Europe. For Mr DREGE, producers need to be competitive to operate at the market level, which in turn requires logistics in terms of transport and storage capacity. Whilst in Europe we have the advantage of being close to markets, public investment in transport infrastructure is still required in order to get the best market price for our producers.

Beyond investing in infrastructure, Maurice HOUSE, Agricultural Minister, Counsellor of the U.S Mission to the EU, identified three tasks for governments wishing to nurture their agricultural sectors so that productivity can fuel competitiveness. Firstly, they must encourage the use of technology and vision. Secondly, agricultural products need to be safe and useable by all: it is the Government's role to set appropriate and consistent parameters. Finally, governments must be responsible for communicating risk effectively in a way that does not hinder agricultural innovation.

Finally, Mikhail ORLOV, Founder and President of the Ambika Group, made the provocative argument that since investment demands a return on capital, as long as the farmer continues to receive such a small percentage of the supply chain takings whilst bearing the weight of the capital intensity, there will be no global investment in farming. Vertical integration and the reduction of long-distance transporting will be key to overcoming this. If governments want to create opportunities for investors in agriculture he concluded, they need to work to make the farmers more efficient.



M.ORLOV, P.O. DREGE, M.HOUSE, M.DEMPSEY, R.L.CARLSON

Sustainable Intensification in Europe: Practical Approaches

For the first time, this year's FFA held three simultaneous breakout sessions. The first of these was focused on the various concepts of sustainable intensification and their diverse meanings in different parts of the world. The need for a shift in mental models, knowledge, education, and advisory services for « smart farming » were identified as key to achieving this. Incentive structures and subsidies in investments also formed part of the discussions.

Charing the session Erik MATHIJS, Professor, University of Leuven highlighted the challenge of defining the concept of sustainable intensification, mentioning Gunter PAULI's definition of Blue Economy, which could be adapted to organic matter. His statements elicited responses from the panel, comprising Ross MURRAY, Deputy President, Country Land & Business Association, UK; Alois HEISSENHUBER, Emeritus Professor, Technische Universität München; and Claudia OLAZABAL, Head of Unit, Agriculture, Forests and Soil, DG Environment, European Commission.

Presenting the *European Innovation Partnership on Agriculture Productivity and Sustainability*, established in 2013, to bridge the gap between knowledge and practice in the EU, Prof. MATHIJS pointed out some indicators for measuring progress. These included the total factor productivity, which describes farm profitability, and soil functionality, both serving as potential frames for evaluating sustainable intensification. Even if the central concept remains resource efficiency, Mr MATHIJS continued, in the EU we are facing a diversity of practical approaches. Moreover, important questions remain unanswered concerning technology and science, from genetics, chemistry, and microelectronics, to ecological intensification. He strongly underlined the issue of scale in these various aspects and the importance of incentive structure, referring to mandatory requirements and financial incentives from the policy arena and the voluntary practices of the private sector in the food chain.

Ross MURRAY responded provocatively to the definition of Sustainable intensification, describing the phrase as "a complete car crash" and intellectually impossible to reconcile. He proposed the alternative of "smart farming", where the emphasis remains on producing food, and underlined the need for more education and cooperation amongst farmers.

Alois HEISSENHUBER, on the other hand, pointed out that producing more with less is not a new concept. However, he felt strongly that we are currently over-focused on the relationship between inputs and outputs, ignoring side effects, trade-offs and leakage effects including the negative effects of biofuels produced on arable land. In his opinion, farmers have an interest in protecting the environment, but need better access to education, research and knowledge transfer.

Concluding the discussions, respondent Claudia OLAZABAL pointed out that there is clearly no single definition of Sustainable Intensification. It is a concept based on the idea of a long term approach and, at least in Europe, actions that not only maintain the status quo but improve the historical damage we have already inflicted on our natural resources. Agreeing with the concept of 'smart farming' proposed by Ross MURRAY, she provided two examples of such approaches from Ireland and from the Netherlands, where from the 1st of January 2016 Rural development payments will be allocated to groups of Dutch farmers. While Mr MURRAY saw the immediate advantages of such an approach, he cautioned that the single farmer should not be penalised.

A lively discussion ensued with the audience engaging in the concept of 'smart farming' in relation to biodiversity and nature conservation. It was pointed out that whatever concept is used, it has to include all land-based activities and sustainable land-use including forestry, fishery or hunting activities. Comments on the need for further regulations on soils, and the eternal chicken-egg dilemma, as well as costs and access to new technologies, and retailer and consumer responsibility concluded the debate.

Sustainable intensification in Europe: Policy Approaches

This breakout session looked at the need to further develop the concept of sustainable intensification and its practical approaches to assist farmers and supply industry with better tools to identify unsustainable practices. In better defining this concept, one has to bear in mind that the reduced public funds for future CAP reforms will necessitate the improvement of current information, advisory services and channels of communication.

Chairing this breakout session, Prof. Allan BUCKWELL, Senior Research Fellow at the Institute for European Environmental Policy, briefly presented the ongoing study of the RISE Foundation, the BOKU University in Vienna and the Technische Universität München, the results of which will be released next June. He pointed to the gap of understanding in what Sustainable Intensification actually is. Clearly we are dealing with a useful and global concept, in the context of climate change, but "whatever we call it: we have to discover what it is!" In the European context, it is beyond question that any action taken on food security must come from both sustainable production and sustainable consumption. The predicted population growth for 2050 will take place largely outside of Europe, and European agriculture is already amongst one of the most intensive in world. As such, the emphasis in Europe is more on "sustainability", an aspirational term that is not well measured and needs clarification and debate. Indeed, M BUCKWELL clarified, the intensification in terms of *knowledge per hectare* is fundamentally what he is talking about in the context of Sustainable Intensification. Private standards and schemes should be also taken into account. His comments elicited responses from Tassos HANIOTIS, Director for Economic Analysis, Perspectives and Evaluation, at DG Agriculture in the European Commission; Marco CONTIERO, EU Policy Director on Agriculture for the Greenpeace European Unit; and, MEP Mairead McGuinness, Member of the Agriculture Committee in the European Parliament.

Tassos HANIOTIS underlined that the policy debate is also about identifying market and

policy failures. Greening measures were not meant to solve all problems, but an intermediate layer to guarantee basic measures across the EU to solve broad problems including emissions, soil erosion, and biodiversity. The idea was, and continues to be, to bridge the gap between research, innovation and advisory services. The priorities have to be established, as the economic recovery is slower than one would expect. More or less, the definition of sustainable intensification is known, but we need limited and precise indicators. The challenge now is to assess what is going on at the ground level, to ensure that we have the correct information for analysis.

Marco CONTIERO of Greenpeace underlined the need to change the decision making process, even if steps have been made in the right direction. It is possible to achieve consensus in measurements, but we need increased monitoring especially for honeybees and wild pollinators. Policy has to encourage farmers to move in the direction of environmental goods, and create pest repellents landscapes.

MEP Mairead MCGUINNESS pointed out that the solution to the sustainable intensification of Europe may not lie in the CAP, but in the fundamental problems with markets and economically weak agriculture. She underlined that coming from a farming family and living in the countryside, she would like to achieve both thriving agriculture and a protected environment. While paying for public goods is a first step, she reiterated that we need to address the question of how do we pay a fair price for all of the non-food products and public goods that we are asking farmers to deliver. She continued, that knowledge transfer is at the core of the topic today, but a bottom approach is also needed. As she observed, *"intensification in my world is not a bad word"*, and with this she called upon young farmers to *"take back"* land from Green NGOs, to environmentally manage themselves.

The ensuing discussions with the audience focused on how we might create consensus on intensification. Prof BUCKWELL underlined that European agriculture is highly fragmented. What we need are mind-sets and measurements; that is, the need to find the right language and indicators to show farmers that their current environmental performances do not go far enough. MEP MCGUINNESS stressed that in order to reach a consensus *everyone* has to compromise and contribute, even if this idea is contested by some NGOs, always keeping in mind that the CAP review provides a possibility to change what is not working, and is always achieved through a democratic process.

Sustainable Intensification of Agriculture – Perspectives from Beyond Europe

The task of sustainable intensification is by no means a homogenous one. Beyond Europe, the needs and demands of the agricultural sectors vary enormously. As chair of this session, Robert Sichinga, previous Minister of Agriculture and Livestock in the Republic of Zambia, current Minister for Commerce, Trade and Industry, sought to give the African perspective, and more specifically, the Zambian approach to this challenge. In Africa, he explained, the majority of farming is small scale, family farming, but commercial farming has been undertaken in Southern Africa. While the continent has experienced many problems in the past, African agriculture is now a major domestic sector and also serves international markets, notably the EU.

However, the demographic challenges in Africa are serious. In Zambia, 84% of the population is below the age of 35, with 68% below the age of 25, and there is very little will amongst the young to remain in agriculture. By 2050, the population of Africa is expected to have doubled. Nevertheless, Africa has a higher number of agricultural resources than many parts of the world. The question is, then, how can these be utilized? Drawing on the example of Zambia, Mr SICHINGA proposed one way forward. At present, Zambia has an arable land cover of 42 million Hectares, of which only 14% is currently being exploited. There is plan, therefore, to set aside 1.1 million Hectares of land in 11 commercial farm blocks, each comprising about 100,000 Hectares, for external and internal investment. Moreover, Zambia currently controls 40% of the water resources of the southern region of Africa. As such, it is seeking more efficient use of these resources via investment in irrigation systems and development of the hydro-power systems on which the Country depends. Zambia belongs to two Economic Development Communities, SADC and COMESA, and has increased its inter-connectivity through road, rail and air networks. In terms of on-farm development, the Minister identified two key factors; firstly, increased on-farm processing, and secondly, on-farm mechanization and adoption of innovative conservation farming techniques including conservation farming.

As a final point, Mr SICHINGA offered a reminder to the rest of the world that Africa is not a single country. It is a continent composed of 54 countries. Panellist Ishmael SUNGA, CEO of the Southern African Confederation of Agricultural Unions (SACAU), took this point even further, observing that heterogeneity is not just inherent between African countries, but is also true of farmers. In particular, small-farmers are not the same and cannot be treated as a single category. Therefore, when putting the debate about intensification into perspective, you have to start by understanding that the instruments needed for very small subsistence farmers, will be different to those for medium small-farmers, and different again for large, moderately profitable 'small farmers'. This is critical when assessing how you are going to maximize units of production.

Giving the Indian perspective, panellist Professor Swapan K. DATTA, Deputy Director General of the Indian Council of Agricultural Research, stated that 60% of the population live off Agriculture, yet the Agriculture Sector in India is still not remunerative. There are some big changes underway with a huge investment from private sector MNCs, improving crop seed varieties, on-farm technologies and on-site infrastructure. Farmers are beginning to grow more profitable crops including Maize, Soya, and GM Cotton, which are making huge differences to farmer's perspective of agriculture. Indeed, Professor DATTA encouraged Europe to become more positively engaged in the biotechnology and cooperation in science debates.

European Commission respondent, Roberto RIDOLFI, Director for Sustainable Growth and Development, DG Cooperation, concluded with a comment on current global development dynamics. He observed that whereas the relationship between China and Africa is one of investment, the biggest 'aid' for 'trade' partner for Africa is the European Union. For Mr RIDOLFI, we should be moving towards not only sustainable but inclusive growth.



J.ELLES, A.HERSHKOWITZ, J.ATKIN, D. L. VETTER, S.SACKUR, P.TESTORI COGGI

The Transatlantic Trade and Investment Partnership in an Agricultural Perspective

Agriculture has always been controversial in trade discussions. With the Transatlantic Trade and Investment Partnership (TTIP) between the European Union and the United States currently in focus, this session sought to establish the impacts of removing barriers to trade for the agricultural sectors on both sides of the Atlantic.

Opening proceedings with the European perspective, Marc VANHEUKELEN, Chef de Cabinet to Trade Commissioner Karel De GUCHT, European Commission, observed that food production is a way of life for Europeans, and that agriculture should be taken seriously in TTIP talks.

With this in mind, he underlined the two principle arguments for engaging in negotiations, the first being the clear economic benefits of open markets, and the second the strategic advantage of facilitating better global communication and implementation of coordinated standards. Moving to specifics, Mr VANHEUKELEN observed that the US still represents the biggest external

market for European food and agricultural markets, despite barriers making this costly for European producers. As such, the TTIP presents a possibility to dramatically boost the European agricultural sector by removing tariff and some non-tariff (regulatory) barriers. The EU has much to gain from negotiations with the US on regulatory rules, with one potential outcome being that the US recognises the EU as a single block when it comes to food safety requirements. Importantly, the TTIP also provides a significant opportunity to redress sensitive issues relating to Geographical Indications (GI).

Progress has been made on similar issues in the past, through the WTO and bilateral agreement on wines and spirits. Indeed, Mr

VANHEUKELEN observed, the areas requiring progress are much smaller than those in which convergence is already achieved. Alongside advantages there are of course some concerns. Broadly these relate to the matters of consumer protection and sustainable development. Yet, it is important to be clear, Mr VANHEUKELEN argued, that there is a big difference between lowering of standards and regulatory convergence based on mutual recognition of international standards.

Responding to criticisms concerning a lack of transparency, Mr VANHEUKELEN pointed out that negotiators are meeting with hundreds of stakeholders; publishing negotiation positions online along with fact

sheets and reports; as well as holding open dialogue with the European Parliament and Council. A civil Society Advisory Group, including representatives of Copa-Cogeca and Food Drink Europe has also been established to inform the Commission of how proposals might affect the Agricultural Sector. For, "the reality is [he concluded] that the TTIP is probably the most open bilateral negotiation in the world."

In her position as respondent, Deputy Under-Secretary at the US Department of Agriculture, Darci L VETTER, subsequently presented the American perspective. Opening with a point of mutual agreement, she remarked on the opportunities the TTIP presents for increasing trade, growth and jobs in the US and Europe. While the turbulent history of EU and US agricultural trade has led some to argue that agriculture should be excluded from negotiations, Mrs VETTER was quick to argue that leaving agriculture out of the TTIP does not make economic or political sense. Within the United States, the support of the agricultural sector is essential to successfully adopting any trade agreement.

Seemingly, the greatest foreseen bilateral challenge, will be overcoming regulatory issues. Turning to one of the more contentious topics, Mrs VETTER observed that when it comes to biotechnology, problems relate primarily to the efficiency of the European system, rather than to divergences in safety standards. The US would like to see



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the existing system of European Regulation for biotechnology function in a timelier manner. Similarly, the US is seeking EU approval of the use of anti-microbial treatments in meat production since they have met the food safety approvals of EFSA. In short, Mrs VETTER underlined the importance of realigning the EU's Regulatory line on Food Safety with what the scientific evidence says.

An ambitious TTIP, she continued, must include commitments on Sanitary and Phytosanitary (SPS) Measures that operationalize existing obligations under the WTO. While both the US and EU have high food safety standards, differences reflect varying approaches to achieving very similar levels of protection. Where this is the case, mutual recognition has considerable potential as a principle to facilitate trade. She concluded by commenting that there is a long history of cooperation between food safety agencies of the US and the EU, and the TTIP is an opportunity to enhance food safety and bilateral trade for existing and future measures.

For panellist Paola TESTORI COGGI, Director General for Health and Consumers (SANCO), European Commission, the TTIP negotiations offer a real opportunity to improve EU-US relations on SPS matters. However, for Mrs TESTORI COGGI, Food Safety is one of the most marked aspects of EU policy, and its regulatory model provides a bench

mark for the rest of the world. As such, she was quite clear that while some concessions would be essential, Europe will not reform its biotechnology evaluation system, remaining unconvinced by VETTER's argument that regulatory divergences on this issue are not a safety but rather a timescales issue.

Representing the voice of industry and as a farmer himself, John ATKIN, Chief Operating Officer at Syngenta, raised the converse opinion that with regards to food safety, we should ultimately be working towards a global standardisation. For, while standardising environmental protection is highly complex, there is enough commonality to normalise food safety regulation and mutual recognition is certainly a step in the right direction.

Indeed, picking up on the complexity of the environmental issues potentially pertaining to the TTIP negotiation, panellist Allen HERSHKOWITZ, Senior Scientist for the Natural Resources Defence Council, cautioned that the whole focus and direction of the TTIP seems to be much more on transnational processes and procuring investment than on the sustainable development of agriculture.

For James ELLES, MEP, and Chairman of Transatlantic Policy Network, on the other hand, it is precisely this transnational process, and the strategic overview of how the TTIP can influence future global dynamics that is important. As Asia grows in power, and the EU and US make their tentative economic recovery, the TTIP represents an unsurpassable opportunity to bring transatlantic leadership back into the global trading system. It is our task to ensure it succeeds.

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How to sustainably produce more with less and trade better

Remarks by Franz FISCHLER, FFA Chairman.

This year's FFA is rooted in the belief that it has become essential to the future of all of us that we produce more on less land, with fewer inputs and reduced negative impacts. This can only be achieved if we are willing to progressively decouple food production from the use of natural resources, and if we increasingly close these natural loops.



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FRANZ FISCHLER

I am tempted to make a few remarks regarding one of today's key topics: sustainable intensification. **Sustainable Intensification** is a concept, first proposed by Professor BEDDINGTON, which suggests simultaneously improving the productivity and the environmental management of a single piece of agricultural land; that is, to increase agricultural yields, make agriculture more resource efficient, and to stop, if not reverse, ecosystem degradation.

The concept brings together two opposing principles. In the past, we intensified agriculture at the cost of the environment, with biodiversity losses, landscape degradation, over-exploitation of natural resources, and the progressive opening of natural loops. The challenge now is not only to reverse the negative effects of the past, but also to seek new forms of agricultural practice, combined with the pro-

duction of public goods and services, the preservation of the environment, and the maintenance of our cultural heritage. We are seeking a *Post Industrial Farming System* for a more sustainable future.

There seems to be broad agreement on the term *Sustainable Intensification* (SI), but there is very little agreement, except regarding the need for more R&D, on what to do to actually pursue *Sustainable Intensification*. Intensity does not automatically denote unsustainability, and sustainability is a nice word, but it is neither well defined nor properly measured. Intensification is not only about higher crop or husbandry yields, it could also be seen as the production increase of public goods. In yesterday's FFA workshop it was reported that in 49 reviewed studies, there are 500 different indicators covering the three dimensions of sustainability: economic, environmental and social were counted. This is not a good base for a future strategic concept.

It is true that much work has been done on the matter, but so far it is inconclusive and vague. We have all heard about precision farming, agro-ecology, *agriculture raisonnée*, nutrient recycling, and the greening of the CAP. But, the predicament we face is still monumental. I am afraid the weakened greening measures adopted as part of last year's CAP reform will make little difference to the environment, except by adding more bureaucracy.

I therefore welcome the thematic focus on the next World EXPO 2015 in Milan, "Feeding the Planet, Energy for Life", whose Steering Committee I am honored to chair. It will cover issues including food security, agricultural sustainability, resource efficiency and waste recycling, and will therefore provide us with a unique opportunity

to deepen the discussion on the very subject of *Sustainable Intensification*.

All of today's discussions had one point in common: it is increasingly obvious that the future depends on our capacity to deal with complex systems like agriculture. As was pointed out, dealing with the complexity of agricultural systems is the challenge of the 21st century. We also heard a number of controversial positions and arguments, requiring us to at once remember the role of trade and on the other hand self-sufficiency; requiring us to move from protection to precaution; requiring us to consider the role of sustainability and intensification; requiring us to assess the role of the private and public sectors in the future; concerning the question of decentralization versus central decisions; and finally, demanding us to find a balance between profitability and public responsibility.

What I am taking home from today, is the feeling that we are at the crossroads. What we have done over the past twenty years, through attempted reforms, is no longer enough. We need real innovation, innovative "out of the box" thinking. We must be prepared to develop new policies, not only to amend the existing ones. We need new policy instruments, new forms of implementation and new forms of negotiations. We also need new commitment from all stakeholders. We must first and foremost invest in knowledge per hectare; this is the future of successful yields. As far as our undertaking is concerned, I support what Mikhail ORLOV said: we must be the drivers of a mentality change.

Once again, a special thanks for the speakers and panelists, the moderators: S.SUCKER, M.DEMPSEY, and C. SMITH, the audience, the partners, the staff and many others who made this conference a success.

Awarding ceremony of the WILDLIFE ESTATES LABEL



GUSTAV HAGEMANN VON LEVACHOFF, COUNTESS HANS WACHTMEISTER, COUNTESS CARL HANS WACHTMEISTER, COUNT CARL HANS WACHTMEISTER, PIA BUCCELA, COUNT HANS WACHTMEISTER, THIERRY DE L'ESCAILLE

The Wildlife Estate Label is awarded to private estates that put forward principles of good management and sustainable land use, notably through the exchange of best practices in game and wildlife management. The estates that are awarded the label "share the same goals to preserve and enhance their natural, cultural and social environment."

The award ceremony took place on the occasion of the 7th Forum for the Future of Agriculture during which ELO and the Wildlife Estates Jury were **honoured to award** the management of Johannishus Gods estate. Located in the south-east of Sweden, it has large areas under the scope of the EU's Natura 2000 program.

Through its management, the owners have ensured sustainable crops planting in order to protect the various game species that live on the land. As expressed on their website, the estate "*aims to achieve a balance between dense, viable wildlife populations and rational agriculture and forestry. Management efforts are based on diverting wildlife from harmful sensitive areas and concentrate tribes in areas of suitable habitat.*" Moreover, the estate managers use hunting as part of the game management, imposing cautious and well-planned guidelines during hunting seasons.

The estate came into being in 1684, when Admiral Hans WACHTMEISTER purchased several farms in the middle of Blekinge, namely Skunckenberg (changing name in

the mid-18th century to become the now-awarded Johannishus), Edestad, Wambåsa and Tromtö. The estate was sold and acquired repeatedly since, until quite recently, when it came under management of Johannishus Estate Management Ltd. This company now has access rights to the property and is responsible for its mainte-

nance and care, with a team of 10 employees.

WE Team

For more information about the Wildlife Estates initiative, please visit www.wildlife-estates.eu.



M.TITTERINGTON, R.MURRAY, R. JUKES, D.JENKINS, N.PAUWELS, T.DE L'ESCAILLE, PROF. W. BLUM

Land and Soil Management Award 2013/2014

The European Landowner's Organization (ELO), under the patronage of Commissioner for the Environment Janez POTOČNIK, 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 the "Land and Soil Management Award" on the occasion of the 7th Forum for the Future of Agriculture. The award was bestowed to Robert JUKES and David JENKINS from Pontbren Farmers Group.

The Pontbren Project involves an innovative approach to using woodland management and tree planting to improve the efficiency of upland livestock farming. In an attempt to develop new on-farm uses for woodland products, a group of neighboring farmers in mid-Wales found that strategic tree planting not only improved farm businesses and wildlife habitats, but also reduced water run-off during heavy rains. A scientific investigation funded by the government then revealed that strategically located belts of trees could significantly reduce the amount of water running off upland grasslands. This research is now being employed in other areas to study the effects of land use on bigger catchments prone to flooding. This collaboration has expanded to other neighboring farmers who now collectively manage over 1000 hectares and actively pursue new environmental ventures that attract field research. The key success of the Pontbren Project has been the collaboration of different farmers who cooperate with scientists, but still remain firmly in control of the management decision on their own land.

During the ceremony, attended by around 300 participants, Thierry de l'ESCAILLE, ELO Secretary General, and Mark TITTERINGTON, Head of Corporate Affairs, Europe Africa & the Middle East, for Syngenta introduced the award, which was followed by a few words from Prof. Winfried BLUM from BOKU University of Vienna. The award was presented by Natalie PAUWELS, Member of the Cabinet of Janez POTOČNIK, European Commission.



AGRICULTURE AND FORESTRY

Property rights, economics and environment

Max FALQUE, Henri LAMOTTE
Ed. BRUYLANT
IBAN 9782802741800

The 9th International Conference on private property rights was organised by the International Centre for Research on Environmental Issues (ICREI) and the University Aix Marseille in Aix en Provence (France).

The 27 papers presented reflect a full spectrum of opinions concerning the new and somewhat unexpected role of property rights and markets for agriculture and forestry conservation and management, especially in setting up compensation schemes in the complex diversity of formal and informal property rights. Like for other environmental resources, it is clear that new types of property rights and markets are useful complements and/or alternatives to regulation (Command and Control). Content is divided between '*Environmental Stakes and Evolution of Agricultural and Forestry Policies*', and '*The Role of Economic Instruments and Property Rights*'.

Abstracts of all papers as well as the introduction and general report are translated in French and English.

DIARY DATES 2014

21st May, Brussels

Natura 2000 Award Ceremony – a new award launched by the European Commission designed to celebrate and promote best practices for nature conservation in Europe
http://ec.europa.eu/environment/nature/natura2000/awards/award-ceremony/index_en.htm

22nd May, Brussels

Policy sharing, policy learning: INTERREG IV provides funding for interregional cooperation across Europe.
<http://www.interreg4c.eu/policy-sharing-policy-learning/overview/>

23rd May, Brussels

A Dialogue for Landscape Action: European Cultural Landscapes at a Crossroads; organised in the framework of HERCULES (Sustainable Futures for Europe's Heritage in Cultural Landscapes); co-organised by ELO
<http://www.hercules-landscapes.eu/>

25th May, European Union

Elections to the European Parliament
<http://www.elections2014.eu>

1 - 5 June, Turku, Finland

The 16th Baltic Development Forum Summit and 5th Annual Forum of the EUSBSR
<http://www.bsr2014.eu/about/>

3 - 5 June, Brussels

Green Week 2014 "Circular Economy, Resource Efficiency & Waste", 14th edition of biggest annual conference on European environment policy, with FCS & European Cork on federation stand no. 32, and ELO & RISE Foundation stand no. 37
<http://www.greenweek2014.eu>

5 - 7 June, Udine, Italy

FCS General Assembly, followed by a post tour in Friuli region
www.friendsofthecountryside.org

18 - 19 June, Rome

ELO General Assembly, including a public workshop on 18th of June from 2pm-5pm www.elo.org



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