

# Copa-Cogeca: The united voice of farmers and their cooperatives in the European Union



**Agriculture is an old profession ...  
- but it's not old fashion!**

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# Agriculture 4.0 – Feeding the next generation

1. Copa and Cogeca
2. Major challenges
3. What farmers need from technology?
4. What is missing to close the gap?
5. Data sharing - How to leverage farmers position?



# Who are Copa and Cogeca?

## **Two organisations....**

### **Copa**

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

### **Cogeca**

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

### **Copa and Cogeca**

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

# Main Challenges & opportunities

- **EU agriculture - great variety of farm sizes and farming systems**
- **Agri-food chain as a driver of the EU economy:**
  - ✓ 40 million jobs in the EU
  - ✓ 3.5% of EU GDP
  - ✓ EU world's number one exporter of agricultural and food products. €130 billion
- We need to produce **more food** (but also feed, fiber and fuel) **for more people** with less land available due to urbanization but .... productivity growth is stagnating



**Agricultural  
production growth  
rates**

*(source: FAO)*

**International cooperation** – Norway, Switzerland, Turkey & EU/North America

**It is Strategy - Not Technology or digital - the Real Driver for Technological and Digital Transformation.**

# Technological and Digital transformation

## **Disruptive potential – What will happen within the agri-food value chain?**

- ✓ Farming processes will become increasingly automated, connected, combined and integrated
- ✓ Increasing sharing of data – creation of value
- ✓ Traceability, Transparency;
- ✓ Multiple platforms & Management of inputs & outputs
- ✓ Transformation of infrastructure (e.g. Energy, Communication)
- ✓ Re-definition of the farmer/consumer relationship
- ✓ Data Management – Data cooperative, private platforms, or open model?
- ✓ What will be the role of the farmer? How to leverage his negotiation position?

**The new data-supply chain places informed farmers in a new context - the farmer remains at the heart of collecting and processing data.**

# What do farmers need technology & innovation to deliver?

## **Technological and digital innovations must help farmers to...**

...improve resource efficiency and productivity!

...deliver better public services!

...provide tools that increase the knowledge of measures to mitigate climate change and environmental processes!

...adapt business plans to dynamic markets (local & global) and consumer expectations

...provide tools to improve transparency and help farmers to negotiate better position in the value chain

...maintain high quality of European agriculture produce!



# What do farmers need technology & innovation to deliver?

## **Technological and digital innovations must help ...**

... modernizing and simplifying by decreasing red tape, costs and bureaucracy;

...to provide better and more prosperous living conditions for farmers and their families!

....making agriculture more dynamic and attractive for new and talented people!

.....get more targeted applications!

..... increase connection, communication, cooperation

.....to cross-linkage with IoT ecosystems!

**Innovation needs to provide concrete solutions and farmers need to access latest technology in order to respond to dynamic markets!**



# What is missing to close the gap?



## **Coherent strategy to promote a digital & technological transformation of EU agriculture**

- Infrastructure (e.g. broadband, satellite), solve issues of connectivity and interoperability
- Easy to use technology with affordable prices
- To integrate farmers and cooperatives in the early stages of research & innovation
- Training (e.g. digital skills) - Digital Skills and Jobs Coalition
- Access to investment & financing

**Ensure level playing field - accessible by all farmers**



# What is missing to close the gap?

- Strong **EU market & provide regulatory** clarity
- New regulatory initiatives shouldn't pose obstacles
- **Privacy & safety** measures proportional to the complexity of the operation
- **Data ownership** - Data produced on the farm or during farming operations should be owned by the farmers themselves
- Guarantee **access & control of data** by farmers;
- Monitoring of data;
- Improve the access of public data by farmers;
- Conservation of data & Costly-effective solutions that allow farmers to keep their data safe and private;
- Quality of data, Correct resolution;

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

- Farmer must get a return from sharing his data
- Farmers must give it's consent and be informed in a clear and unambiguous way when their data are being collected, used or shared in the future.
- Render data fully anonymous, portability of data, opt out, security, etc.
- Liability, farmers are not responsible for the misuse of farm data supplied in good faith, nor for any data collected on the farm via any kind of sensor
- **Next step – work with the agro-food chain & ICT community on a voluntary EU code of conduct on data sharing**
- Define key principles on rights on data, be it proprietary or similar rights, rights of access or right of re-use of data.

**Transparency is key to create trust.**

Thanks for listening

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