1st Workshop: Making EU agriculture fit for global competition

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Europe’s rural areas in action - Facing the challenges of tomorrow
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Are we competitive?

- High commodity prices on world markets
- Sectoral and regional differences
- Targeting of public support

- Cost efficiency vs quality
How to innovate best?

- Bottom up approach: goals and tools
- Benchmarking first
- Human capital
- Physical capital
Success factors

- Entrepreneurship
- Clear marketing strategy in a niche market
- New product and new process every year
- Trained and motivated people
- Management skills
Policy implications

- Avoid deadweight, invest in innovation
- Improve technology transfer (applied research)
- Facilitate access to capital
- Boost farmers’ skills
Discussion

- Modern technology including GMO?
- Support for innovation for everybody?
- How to ensure administrative simplicity?