



Parallel Session 1

Jobs, Growth, and Investment



*Agriculture
and Rural
Development*

Opportunities

- Bio-Economy and Waste
- Networking, Rural-Urban Links
- Redefining Agriculture & Rural
- Digitising Agriculture
- New Approach to Quality
- Integrated Value Chains



Key barriers

- Lack of communication along value chain
- Lack of opportunities for young people & small businesses
- Public vs. private funding
- Silo thinking
- Imbalances in power & income in value chain
- Lack of trust



Key drivers

- Reward results, inform consumers
- Create networks of farmers & consumers
- Promote the rural quality of life
- Ground-level collective action to influence policy
- Provide what consumers value: health & wellbeing
- No one-size-fits-all, do more with less



Ways forward

- Change the terms of reference
- Shorten the information chain
- Value, not cost
- Integrate
- Prepare the ground
- Set long-term goals

