

# THE FUTURE OF FOOD & FARMING

## AGRICULTURE 2.0

Agriculture has always been an innovative sector, adapting to a changing world and new settings. Farming 2.0 or precision agriculture is a whole-farm management approach using information technology, satellite positioning data, remote sensing and proximal data gathering. These technologies have the goal of optimising returns on inputs whilst potentially reducing environmental impacts.

### ADDRESSING GROWING CHALLENGES

The challenges farmers face today are immense:

- Facing **climate** change
- Reducing our impact on the **environment**
- Producing** more and better from less
- Maintaining affordable **prices**
- Being **resilient** in volatile global market
- Keeping pace with **consumers'** demands

Digital technologies can help.

### DIGITAL REVOLUTION GOING ON IN AGRICULTURE AND RURAL AREAS

The European Commission

**promotes** digital innovation in agriculture and rural areas through the European Innovation Partnership for Agriculture and the research and innovation programme Horizon 2020

**connects** farmers and researchers through the European Innovation Partnership for agriculture (EIP-AGRI)

**supports** the economic development of rural areas by funding new businesses and services based on digital technologies as well as increased connectivity

**promotes** new concepts such as **smart villages** to enhance life in rural areas

Digital technologies in agriculture feature high on the European Union's agenda, with around €100 million available under the Horizon 2020 work programme for the period 2018-2020 to advance the development and uptake of digital technologies in agriculture and rural areas and anticipate the impacts of the digital revolution.

