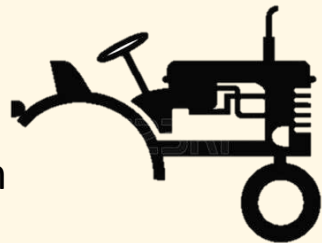


Copa-Cogeca are the united voice of farmers and agri-cooperatives in the EU. Together, they ensure that EU agriculture is sustainable, innovative and competitive, guaranteeing food security to half a billion people throughout Europe. Copa represents over 23 million farmers and their family members whilst Cogeca represents the interests of 22,000 agricultural cooperatives. They have almost 70 member organisations from the EU member states.

Agri-food chain as driver of the EU economy

- ✓ 40 million jobs in the EU
- ✓ 3.5% of EU GDP
- ✓ Net exporter - €20 billion



Challenges

- ✓ Dynamic markets
- ✓ Productivity & Sustainable development
- ✓ Technological development

What are the main difficulties for farmers to take advantage of digital innovations?

Its' strategy – not technology – the real driver for technological & digital transformation

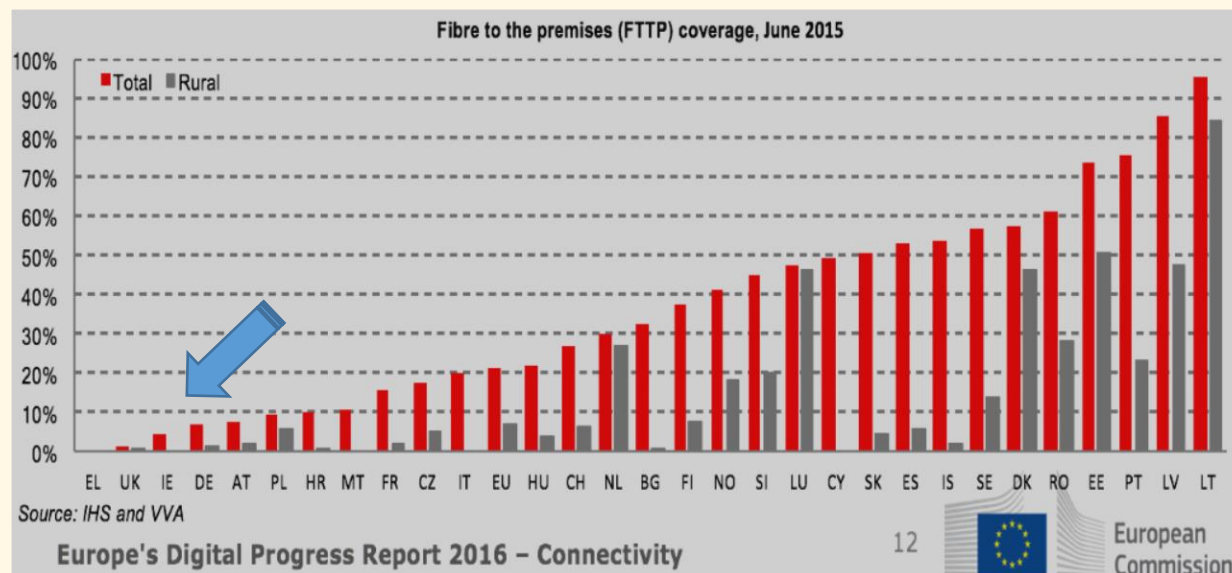
- Infrastructure (e.g. connectivity, satellite)
- Move towards interoperability, standardization, data portability
 - Transparency and trust on data sharing
- Integrate EU & national systems of Digital Upskilling & awareness
 - Access to investment and finance
- Innovative friendly regulatory framework

How to get to cross sectorial Integrated decision making systems delivering real value to farmers?

Case Study – Connectivity

Only 25% of rural households in Ireland have access to next generation broadband.

Where high-speed broadband has been introduced into rural communities in Ireland, new applications of technologies has occurred i.e. livestock marts in the West of Ireland are now using live video auctioning software to offer another channel to remote or time-poor farmers



How is the farming community working with research organizations, technologies centers?



Royal Norfolk Show's Innovation Hub, an initiative led by Agri-Tech East and the Royal Norfolk Agricultural Association (RNAA)

Case Study:

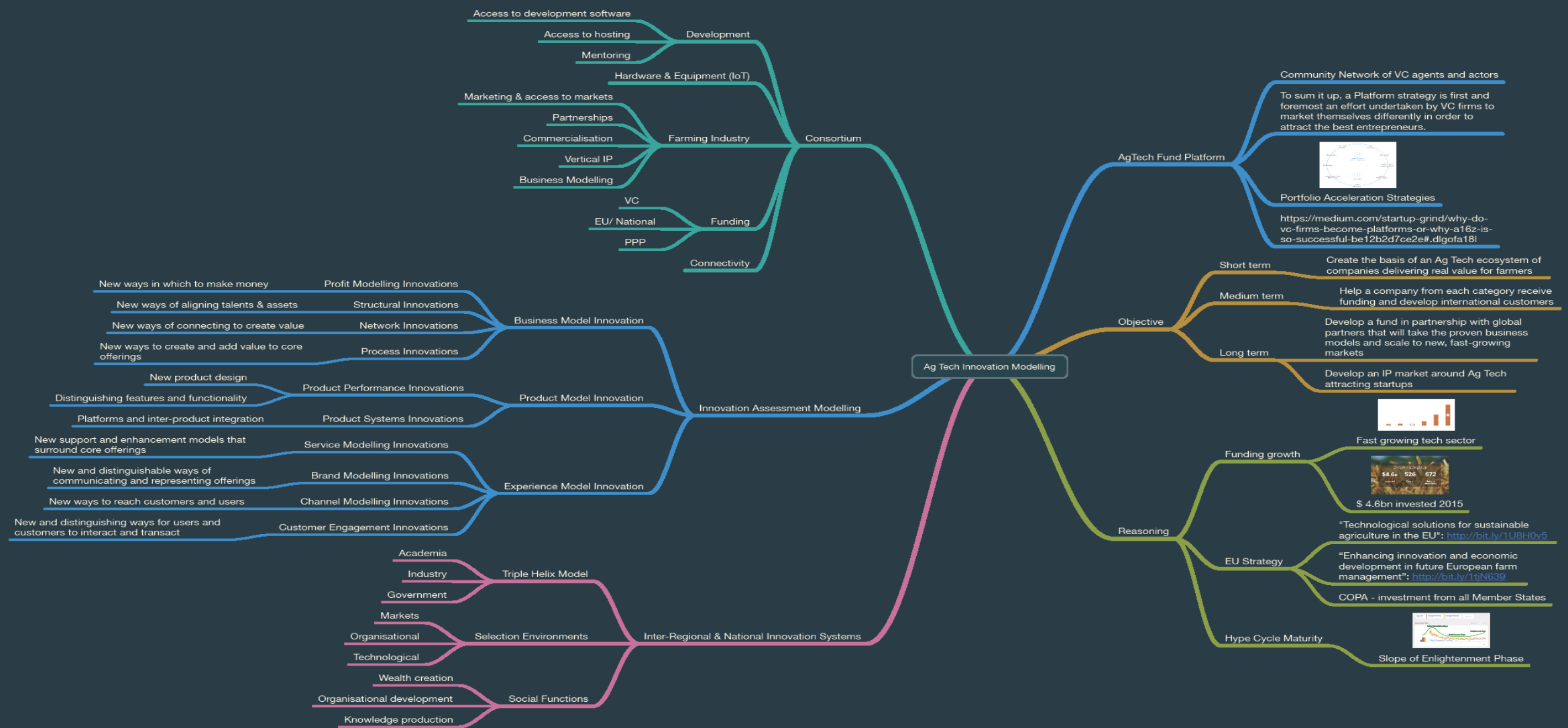
Agri-Tech East brings together farmers and growers with scientists, technologists and entrepreneurs to create a global innovation hub in agri-tech."

Result:

"showcase the benefits of precision soil sampling. Using an app on an iPad or iPhone, the company can show how to cost-effectively plan variable rate seed drilling and fertiliser spreading, as well as in-field crop scouting for pest damage, weed infestations and other problems."

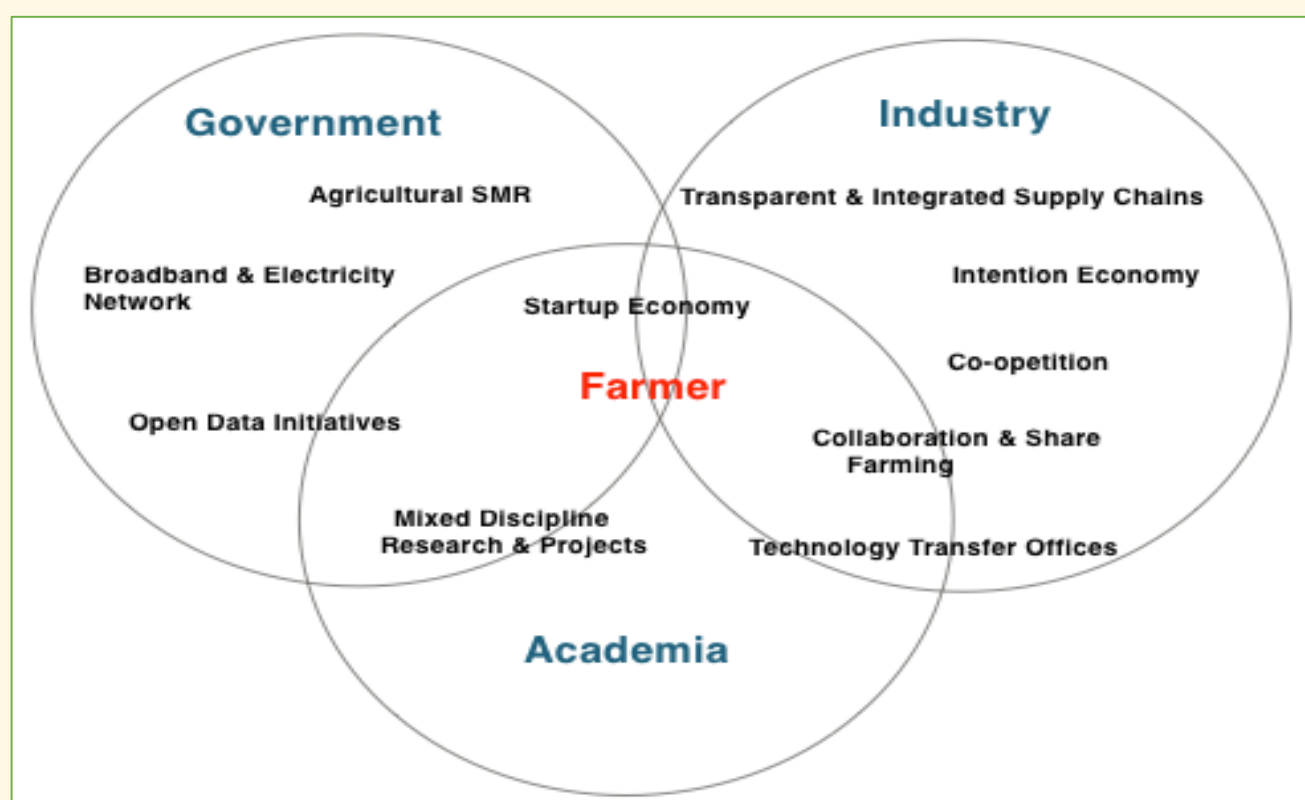


Diagram of AG Tech innovation modelling Incubator (Inception phase)



What is the role of the farming community in a Digital Innovation Hub ?

Farmer remains at the heart of the Digital Innovation Hub



- Farmer's needs as the main driver for setting innovation priorities – align the job and the targeting of technology
 - Farmer test and assess the effectiveness of a variety of tools & business models and tools
 - Farmer representatives as interface
 - Taking advantage of existing structures & networks (e.g. cooperatives)
 - Facilitator & partner
 - International cooperation
 - Creation of trust & transparency