

eip-agri
AGRICULTURE & INNOVATION

funded by



European
Commission



GENERAL INTRODUCTION
Jürgen Vangeyte
EIP-AGRI Support Facility
Doris Marquardt
EC DG AGRI

9-10 December 2021
EIP-AGRI Workshop
Farm data for better farm performance

TRENDS



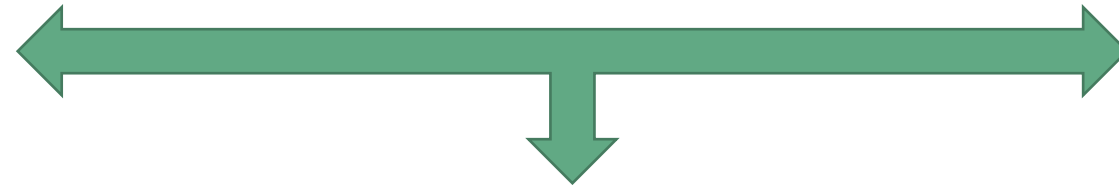
PEOPLE
Demographic, income and consumption patterns



TECHNOLOGY
Technological change and innovation in the agri-food sector



ENVIRONMENT
climate change, food waste and scarcity of natural resources.



FORCES

TRADE and AGREEMENTS



ECONOMICS of the VALUE CHAIN



INNOVATING FOOD PRODUCTION SYSTEMS



TRANSFORMATION OF THE MARKETPLACE



CHALLENGES



Ensuring agricultural productivity



Conserving land and water resources



Guaranteeing Safe and Healthy Food

TOWARDS A GREEN AND DIGITAL AGRICULTURE



Digit

ies and data-based solutions ?

Farm Data => Decision-making

- Better
- Precise
- Efficient
- Sustainable

**Increase
Farm Performance**

High impact expected

- Internet of Things (IoT),
- Robotization,
- Artificial Intelligence (AI)
- Big Data

**Enhance
ecological
efficiency and
yield increase up
to 30%**

STUDY
Requested by the AGRI committee

Research for AGRI
Committee -
Impacts of the digital
economy on the food
chain and the CAP



Agriculture and Rural Development

Policy Department for Structural and Cohesion Policies
Directorate-General for Internal Policies
PE 629.192 - February 2019

Agricultu.

EN

Development



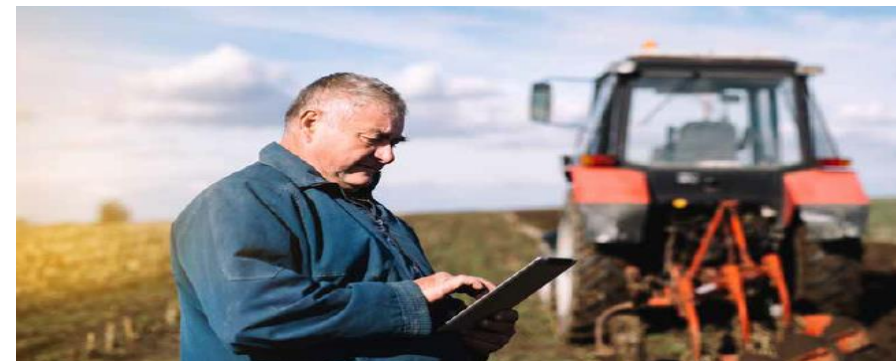
Sm

Where are we coming from?



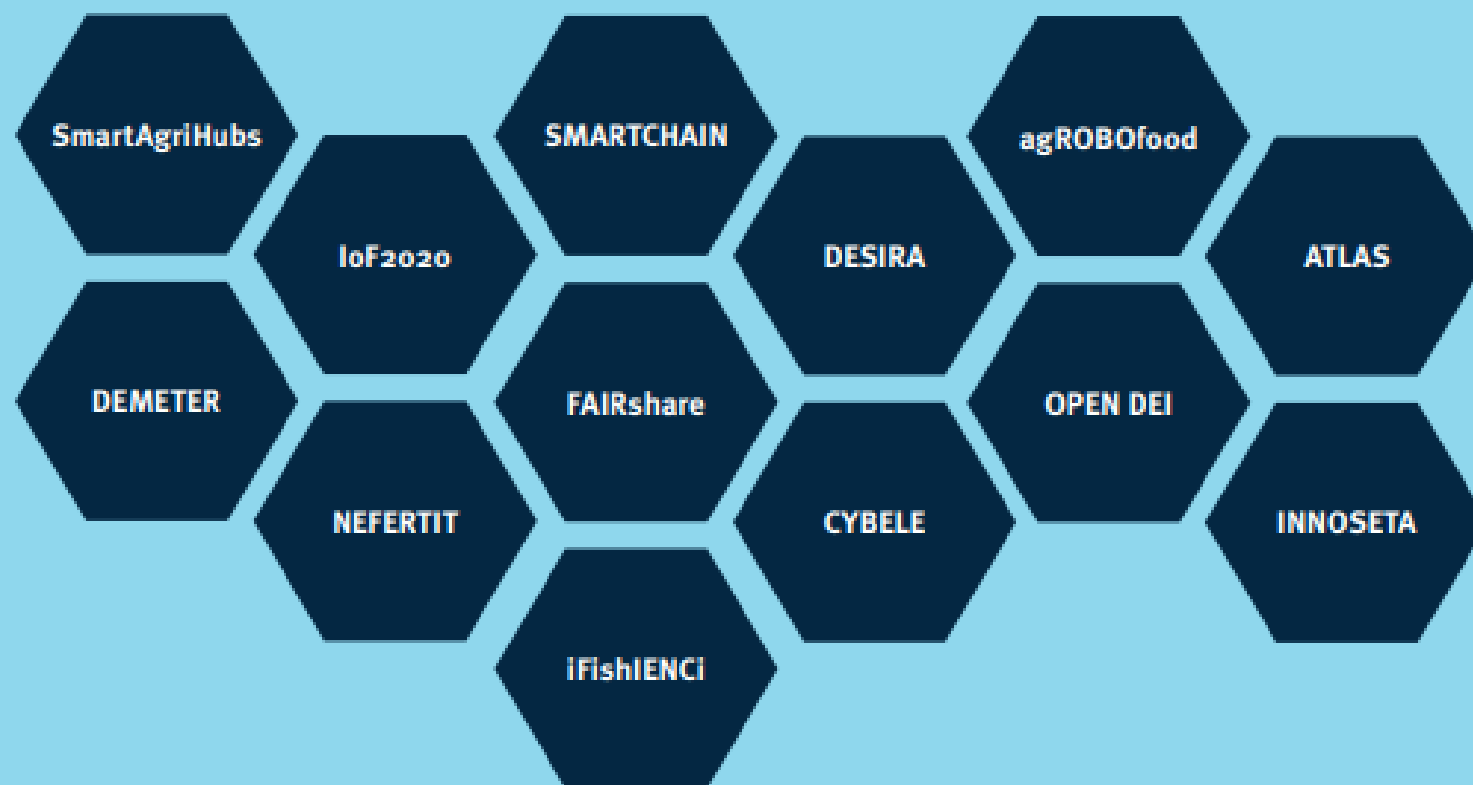


EIP-AGRI Focus Group
Precision Farming



Seminar
New skills for digital farming

- **Farmers and coop involvement in R&I**
- **Advisors, support tools and trainings**
- **Cost benefit analysis**
- **Small and medium farmers**
- **Regional approaches**
- **Technical improvements**
- **Interoperable solutions tested in practice for quick adoption**
- **Business models**



Operational Groups



eip-agri
AGRICULTURE & INNOVATION



- **Farmers and coop involvement in R&I**
- **Advisers, support tools and trainings**
- **Cost benefit analysis**
- **Small and medium farmers**
- **Regional approaches**
- **Technical improvements**
- **Interoperable solutions tested in practice for quick adoption**
- **Business models**



not to full potential for farm performance

Challenges to unlock the full potential of data collection, sharing and (re) use for farm performance:



Evaluating the benefits



Creating fairness



Foster trust



Digital Skills



Investments

What are our expectations?

- Great initiatives out there that collect, share and (re)use farm data for improving farm performance
- Information on Good Practices
- Insights in the role of the different stakeholders on economic and environmental farm data collection, use and sharing.
- Joint problem solving
- Networking and opportunities for collaboration



Inspiration and knowledge relevant beyond the EIP community - Examples



- Programming of topics
- Writing of proposals and implementing projects



- Conceptualising Testing and Experimentation Facilities for AI in agri-food
- Implementing Digital Innovation Hubs



- Tailoring AKIS activities
- Development of Digitalisation strategies within the national CAP plans

EIP-AGRI workshop

Farm data for better farm performance

online – 9-10 December 2021

All information of the workshop is available on

www.eip-agri.eu

On the event webpage

<https://ec.europa.eu/eip/agriculture/en/event/eip-agri-workshop-farm-data-better-farm>

