



European  
Commission



# EU Agricultural Outlook Conference

*Brussels, 1-2 December 2015*

*Room De Gasperi*

*CHARLEMAGNE building*

## Programme

Agriculture and  
Rural Development

## EU AGRICULTURAL OUTLOOK CONFERENCE

1 December 2015

# AGRICULTURE AT THE CENTRE OF GLOBAL CHALLENGES

08:00 Registration and welcome coffee

09:00 – 10:20

## Session 1

### AGRICULTURE: THE EU AND US PERSPECTIVES

#### Welcome and opening remarks

**Jerzy Plewa**, Director General, DG Agriculture and Rural Development, European Commission

#### The CAP: Meeting the major challenges

**Phil Hogan**, EU Commissioner for Agriculture and Rural Development

#### Challenges and opportunities for agriculture

**Tom Vilsack**, US Secretary of Agriculture

#### Roundtable discussion on agriculture

Moderated by **Chris Horseman**, Informa

**Phil Hogan**, EU Commissioner for Agriculture and Rural Development

**Tom Vilsack**, US Secretary of Agriculture

#### Discussion

10:20– 11:00

Coffee break

11:00 – 12:45

## Session 2

### AGRICULTURE AT THE CENTRE OF GLOBAL CHALLENGES

Moderator: **Jacki Davis**, senior Brussels journalist and commentator

#### Global food security challenges, lessons from EXPO Milan conference

**Franz Fischler**, former EU Commissioner for Agriculture and Fisheries

#### Agriculture at the centre of global challenges: setting the scene

**Vladimir Šucha**, Director-General of the Joint Research Centre of the European Commission

Panel: **Phil Hogan**, EU Commissioner for Agriculture and Rural Development

**Juergen Voegelé**, Senior Director of the World Bank's Agriculture Global Practice

**Shenggen Fan**, Director General of the International Food Policy Research Institute (IFPRI)

#### Discussion

12:45 – 14:30

Lunch break

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14:30 – 16:00

## Session 3

### THE FOOD CHAIN DEBATE

Moderator: **Jacki Davis**, senior Brussels journalist and commentator

**Globalisation and competition in the agri-food supply chain: setting the scene**  
**Jo Swinnen**, Professor KU Leuven

Panel: **Paolo De Castro**, Member of the European Parliament, Committee on Agriculture and Rural Development

**Fernand Etgen**, President of the Council for Agriculture and Fisheries

**Phil Hogan**, EU Commissioner for Agriculture and Rural Development

#### Discussion

16:00 – 16:30

Coffee break

16:30 – 17:30

## Session 4

### SUSTAINABILITY: EXCHANGE ON BEST PRACTICE

Moderator: **Jacki Davis**, senior Brussels journalist and commentator

Panel: **Pablo Perversi**, Regional Category, VP Savoury, Europe, Unilever

**Matt Simister**, Commercial Director, Fresh Food & Commodities, Tesco

**Betina Bergmann Madsen**, Copenhagen city, experiment on organic public meals

#### Discussion

From 17:30

**Concluding remarks by Jerzy Plewa**, Director General, DG Agriculture and Rural Development



## EU AGRICULTURAL OUTLOOK CONFERENCE

### 2 December 2015

# MEDIUM-TERM PROSPECTS FOR THE EU

08:00 Registration and welcome coffee

**Chair by Joost Korte**, Deputy Director General, DG Agriculture and Rural Development, European Commission

09:00 – 10:10

### Session 5

## EU AGRICULTURAL OUTLOOK: SETTING THE SCENE

Moderator: **Chris Horseman**, Informa

#### Drivers and uncertainties of 2025 prospects

**Tassos Haniotis**, Director, Economic Analysis, Perspectives and Evaluations, Communication, DG Agriculture and Rural Development, European Commission

#### Roundtable discussion on global agricultural market outlook and its drivers

**Tassos Haniotis**, Director, Economic Analysis, Perspectives and Evaluations, Communication, DG Agriculture and Rural Development, European Commission

**Robert Johansson**, Chief Economist, United States Department of Agriculture (USDA)

**Jonathan Brooks**, Trade and Agriculture Directorate, Organisation for Economic Cooperation and Development (OECD)

#### Discussion

10:10 – 11:25

### Session 6

## MEDIUM-TERM PROSPECTS FOR THE EU DAIRY SECTOR

Moderator: **Jens Schaps**, Director for Common Market Organisations for agricultural products, DG Agriculture and Rural Development, European Commission

#### Main challenges and prospects for the EU dairy sector

**Sophie Hélaine**, Agricultural modelling and outlook Unit, DG Agriculture and Rural Development, European Commission

#### Panel discussion

Panel: **Michel Nalet**, President of European Dairy Association (EDA)

**Christophe Lafougère**, Strategic Consultancy on the Food Chain (GIRA)

**David Baldock**, Executive Director, Institute for European Environmental Policy (IEEP)

#### Discussion

11:25 – 11:45

Coffee break

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11:45 – 13:00

## Session 7

### MEDIUM-TERM PROSPECTS FOR THE EU MEAT SECTOR

Moderator: **Chris Horseman**, Informa

#### Main challenges and prospects for the EU meat sector

**Benjamin Van Doorslaer**, Agricultural modelling and outlook Unit, DG Agriculture and Rural Development, European Commission

#### Panel discussion

Panel: **Philippe Borremans**, President of European Livestock and Meat Trades Union (UECBV)  
**Yves Tregaro**, Head of Unit for Animal Products, Fisheries and Aquaculture, Directorate for Markets, Studies and Outlook, FranceAgriMer  
**John Bensted Smith**, Director, Institute for Prospective Technological Studies, Joint Research Centre of the European Commission

#### Discussion

13:00 – 14:30

Lunch break

14:30 – 16:00

## Session 8

### MEDIUM-TERM PROSPECTS FOR THE EU CROP SECTOR

Moderator: **Roger Waite**, External and Internal Communication Unit, DG Agriculture and Rural Development, European Commission

#### Main challenges and prospects for EU arable crops

**Koen Dillen**, Agricultural modelling and outlook Unit, DG Agriculture and Rural Development, European Commission

#### Panel discussion

Panel: **Stefan Schreiber**, President of European Biodiesel Board (EBB)  
**Fred van Heyningen**, Global Head of Food and Agri Banking, Rabobank  
**Marie-Christine Ribera**, Director General of the European Association of Sugar Producers (CEFS)

#### Discussion

16:00 – 16:30

## Session 9

### CONCLUDING REMARKS

#### What does it mean for the income of EU farmers?

**Pierluigi Lontero**, Head of Agricultural modelling and outlook Unit, DG Agriculture and Rural Development, European Commission

**Concluding remarks by Joost Korte**, Deputy Director General of DG Agriculture and Rural Development, European Commission









[http://ec.europa.eu/agriculture/events/2015-outlook-conference\\_en.htm](http://ec.europa.eu/agriculture/events/2015-outlook-conference_en.htm)

