



# AGRICULTURE an old profession ... but it's becoming more and more fashionable!!!

Max Schulman  
Farmer / Chair. CDG Arable Crops  
Copa and Cogeca

#WeFarm4EU  
@copacogeca

# copa

european farmers

Created in **1958**

**23 million** European farmers and family members

**60** full members from the EU Member States and 36 partner organisations



# cogeca

european agri-cooperatives

Created in **1959**

**22.000** European agricultural cooperatives

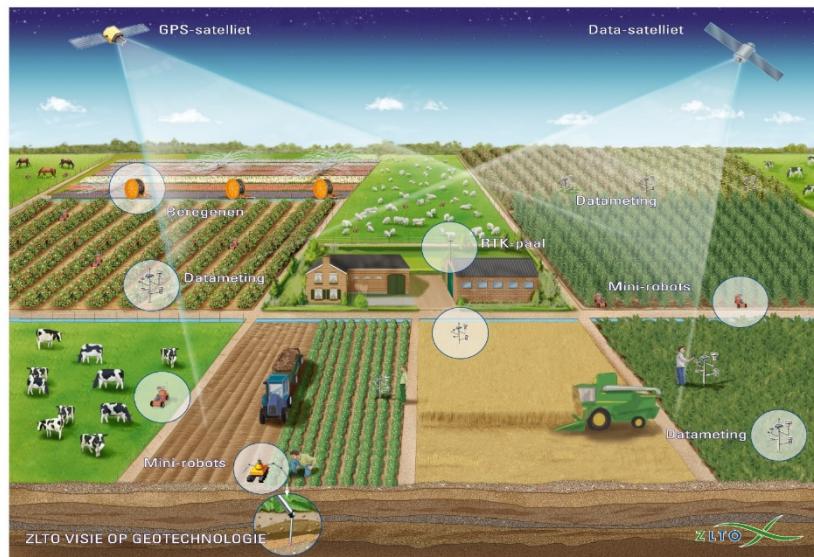
**35** full members from the EU Member States, 4 affiliated members and 36 partner organisations



In **1962**, a joint Secretariat was created, making it one of the largest and most active organizations in Brussels for the past **60** years.

# Technology needs to deliver...

- Improve use of resources (e.g. precision farming with drones, satellites, artificial Intelligence)
- Foster farming entrepreneurship in line with dynamic markets, consumers expectations and respect for environment and rural communities



- Optimize the use of market related tools, facilitating sales and competitiveness of EU farmers on a global scale
- Assist farmers to negotiate a better position for themselves in the value chain
- Simplification and modernization of administrative procedures (e.g. smart controls, access to maps, pre-warming)
- Improve living conditions of farmers and their families

**Innovation needs to provide concrete solutions and all farmers need to access latest technology in order to respond to dynamic markets and maintain high quality of agricultural produce!**

# Mistä kaikki alkoi?

Maatalouden asiakkaiden ja digitalisen palveluntarjonnan ongelmista

- Mikään ei ollut yhteensopivaa
- Ei ollut standardeja, eikä IoT niitä tukisikaan
- Maataloustuottajat olivat ärsyyntyneitä ja pettyneitä tarjontaan
- Digitalisaatio sanana oli kulutettu loppuun
- Siiloutuminen oli kaikkien strategia
- Tarjottiin telematiikkaa, mutta sille ei nähty hyötykäyttöä
- Dataa kerättiin – ei käytetty → "data makasi taseessa"
- Jotain täytyi tehdä...

# It is Strategy - Not technology – the Real Driver for Technological and Digital Transformation!

**ALL EU POLICIES TO ALIGN THEIR EFFORTS  
TOWARDS CREATING THE BASELINE FOR THE  
UPTAKE OF TECHNOLOGIES BY ALL FARMERS**



Cross sectorial Integrated decision making systems, supported by AI;

Transparency and Trust on Data Sharing, Improve the access of data by farmers;

Infrastructure - connectivity & interoperability, reliability, standards and security;

Digital Skills and Jobs Coalition - Advisory and Training

Access to investment, financing, capacity building

Digital Innovation Hubs

Access to talent and generational renewal

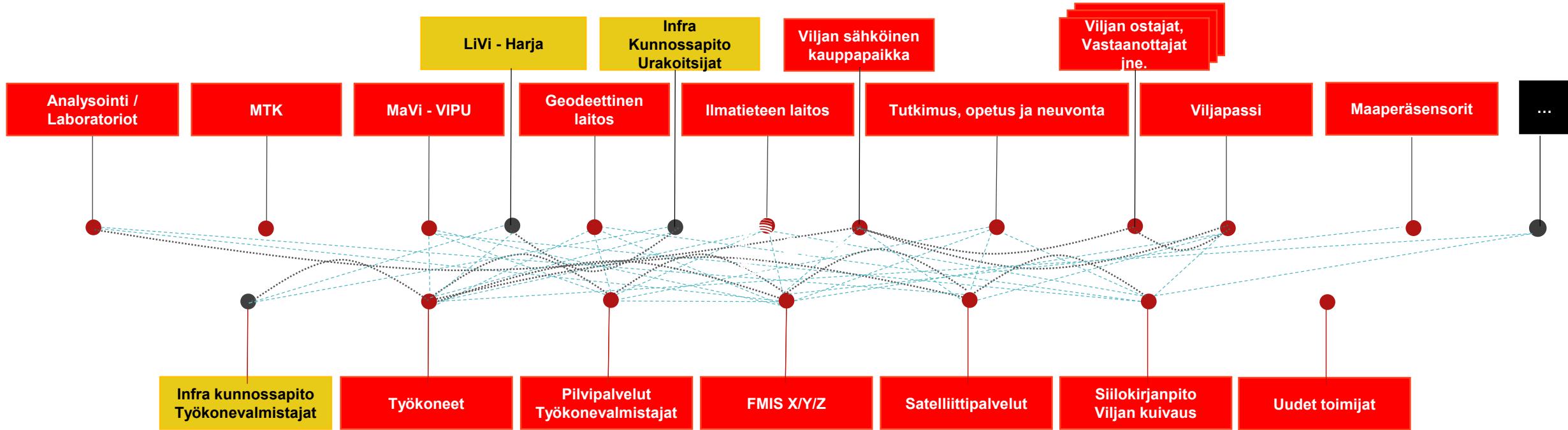
Innovation , research – starting in the farm...

Innovative friendly regulatory framework

# Common European data spaces in strategic sectors and domains of public interest

1. Common European industrial (manufacturing) data space
2. Common European Green Deal data space
3. Common European mobility data space
4. Common European health data space
5. Common European financial data space
6. Common European energy data space
7. Common European agricultural data space
8. Common European data spaces for public administrations
9. Common European skills data space
10. European Open Science Cloud

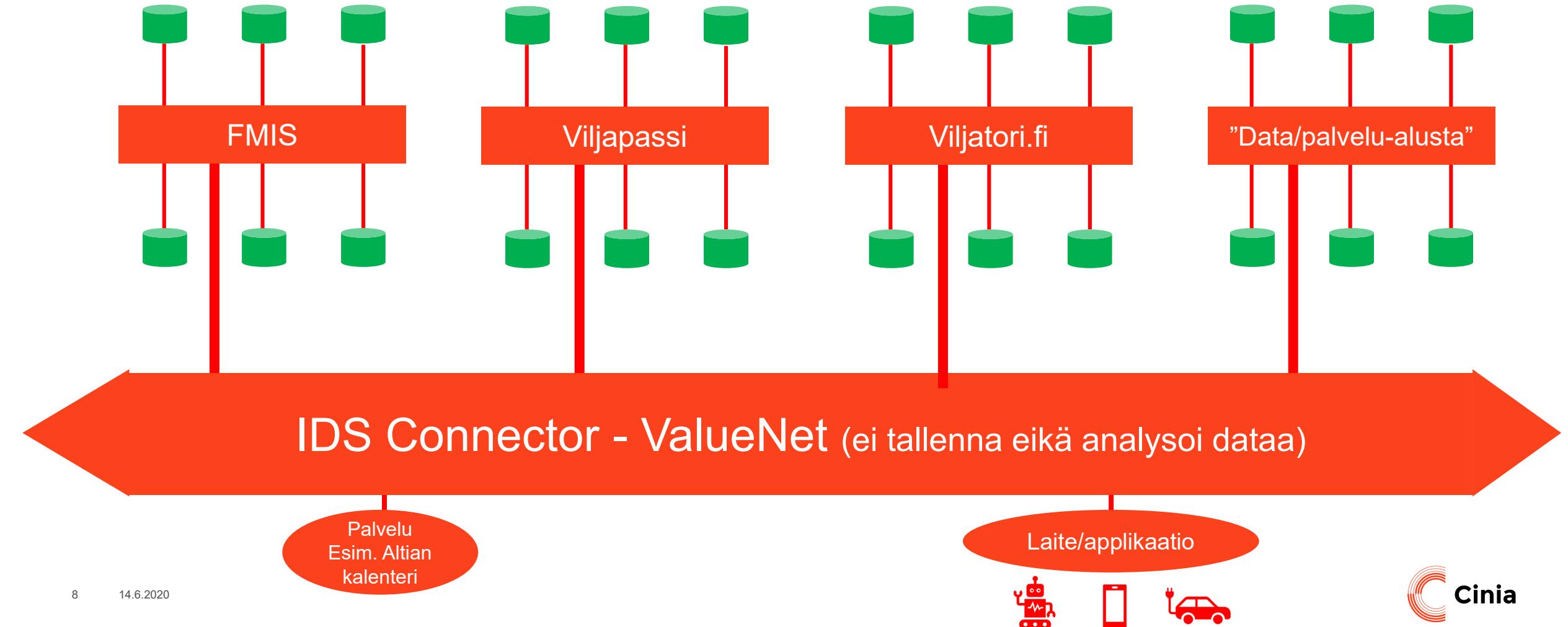
# Tilanne tänään



**Tekninen ekosysteemi: POINT-TO-POINT**

# Ekosysteemien ekosysteemi

- Digitaaliset alustat ja eri ekosysteemit ovat yhdistettävissä toisiinsa



# EU code of conduct on agricultural data sharing by contractual arrangement



EU Code of conduct  
on agricultural data sharing  
by contractual agreement

Transparency, defining responsibilities, creating trust!

- Right on data produced on the farm or during farming operations is attributed to the farmer and may be used extensively by him/her;
- Leading role in controlling the access to and use of data from their business
- Benefit from sharing the data with any partner that wishes to use their data.
- Farmers must give its consent and be informed
- The right of all parties to protect sensitive information
- It addresses, portability of data, opt out, security, etc;

**Next steps: translation in order to ensure that every farmer can use it. SmartAgriHubs – IoF 2020 data package**



# EU code of conduct on agricultural data sharing by contractual arrangement



## Next Steps towards implementation of the principles

- Dissemination through membership - Objective that every contract on data sharing follows these principles
- Translation EN, ES, FI. In the pipeline, IT, DE and SE
- EU projects are exploring the possible avenues to include the principles of the code of conduct
  - ✓ SmartAgriHubs
  - ✓ IoF 2020 data package



LAUNCHED 23<sup>rd</sup> April 2018 - Please find [here](#) the link to the Code of Conduct on agricultural data sharing