FARMING 4.0

Moving towards connected & sustainable agriculture in Europe
What can digital technologies & advanced farm machines deliver?

CEMA
European
Agricultural
Machinery
Association

CEMA Economic Forum

Digital and Precision Farming in Europe: benefits, market trends & impact on farm practices

9.00 - 12.30h
Hotel Sofitel Brussels Europe
Place Jourdan 1, 1040 Brussels

12 October 2017

#CEMASummit

Digital and Precision Farming hold the promise of boosting the environmental sustainability & economic competitiveness of the agricultural sector in Europe in the years to come. Yet despite the fast pace of innovation, the market uptake of such innovations in farming somewhat lags behind the rapid adoption of digital technologies in other sectors. Featuring presentations from industry experts, researchers, market analysts and agricultural contractors the Forum will try of offer fresh insights and discussions on key questions such as:

- *What environmental benefits of Digital and Precision Farming can we expect in arable and livestock farming in Europe?*
- *What is the market outlook for Europe and what are major investment trends in Agtech innovations?*
- *What are the key barriers holding back the uptake of Digital and Precision Farming?*
- *What tangible benefits do Digital and Precision Farming technologies bring to the user?*

PROGRAMME /

9.00h
Introduction

9.10 – 10.20h
Session I: Benefits of Precision & Digital Farming

9.10h
Reducing CO2 emissions in agricultural production processes – what can modern farm equipment contribute?
Dr. Eberhard Nacke, Head of Product Strategy, CLAAS & Project Leader, Eko-Tech Study

9.30h
Benefits of Precision & Digital Farming – the livestock perspective
Prof. Daniel Berckmans, Head of the Division M3-Biores, KU Leuven

10.00h
Discussion, Q&A

Moderation: Tamme van der Wal, Data Scientist, Wageningen University & Research

10.20 – 11.30h
Session II: market trends & developments in Precision & Digital Farming

10.20h
The impact of digital farming on agricultural machinery companies
Harry Smit, Senior Industry Analyst Farming Inputs and Farming, Rabobank

10.40-11.00h
Coffee break

11.00h
Trends in demand for, and investments in, Agtech innovations in the USA & EU
Dr. Mila Kletzky, President, Academic Director, Picking Alpha

11.20h
Discussion, Q&A

Moderation: Tamme van der Wal, Data Scientist, Wageningen University & Research

11.30 – 12.30h
Session III: uptake barriers & practical impact of Digital & Precision Farming

11.30h
What are the barriers that hold back the uptake of Digital & Precision Farming? Insights from the Smart-AKIS survey
Dr. Maria Kernecker, Research Scientist, Institute of Socio-Economics, Leibniz Centre for Agricultural Landscape Research (ZALF)

11.45h
The user perspective: practical impact of Digital & Precision Agriculture for an agricultural contractor
Ton Van Eijck, CEETTAR (European Agricultural Contractors Association)

12.00h
The Broadband challenge: EU support to Connect Rural Areas
Isane Aparicio, Deputy Director, Broadband Competence Offices Support Facility (BCO-SF)

12.20h
Discussion, Q&A

Moderation: Tamme van der Wal, Data Scientist, Wageningen University & Research

11.30 – 12.30h
Lunch