



Official Participant

Report Template for Events at EXPO

organised in the frame of the Week of DG AGRI stakeholders' at Expo Milano

Event Title :	Future of Farming: Importance & role of agricultural contractors for the development of innovation for a competitive agriculture	Date:	15/09/2015
Event Organiser:	CEETTAR (with the support of its Italian member organisation UNIMA).		
Event Target Group:	Italian and European Agricultural Contractors and specialised press		
Rapporteur (name and email address):	Eric Drésin		
Event Concept			
The event was a conference aiming at demonstrate through a confrontation of ideas that Europe's capacities to tackle the challenges of feed always more people in a competitive and sustainable way are already existing and could be further enhanced by different means such as the support of innovation, the set-up of clusters or adaption of legislation.			
Expected Outcomes			
In line with the CAP objectives and the EXPO theme, the main aim of the event was to shed more light on the contractors and the activities they are performing to demonstrate how, by providing services to farmers, landowners and the rural communities, they contribute in reality to the satisfaction of society's numerous needs: availability of food, quality of the products, maintenance of natural areas, provision of biomass...			
Main Conclusions			
The discussion shown that in a context of stagnation of yields, higher prices' volatility and increased costs, agricultural contractors contribute, thanks to their business approach, qualified staff and investment in the state-of-art technology to a more competitive and more sustainable agriculture. The increased intensity of contractors services in agriculture and in rural is one of the key response to the challenge of feeding people in a sustainable way and therefore to implement CAP priorities. A press release was circulated in 4 languages and used in specialised press.			
Internally, CEETTAR and its member organisations very much appreciated to have been able to use the EU Pavilion for the organisation of this event. It was an opportunity to show that agricultural contractors' willingness to positively contribute to the CAP discussions is finally heard by the other stakeholders. Lastly, all the organisation and administrative part was efficiently organised, which was very much helpful.			
What follow-up actions emerged from this event?			
The meeting followed a first meeting on innovation (held on 23 February 2015 during the SIMA) and preceded a meeting on future legal requirements applicable to agricultural and other non-road machinery (to take place on 19 November 2015 in the European Economic and Social Committee).			