

## Agenda

# Workshop: “Increasing farm income and resilience through imaginative and targeted RDP programming”



Brussels, Rue de la Loi 42, 29 March 2017 – Brussels

This ENRD workshop will discuss how the Rural Development Programmes (RDPs) can foster farm resilience, generate and stabilise farm income, and reinforce existing initiatives.

The event will explore how RDP Measures on risk management, advisory services, knowledge transfer, investments, innovation, diversification, and their strategic combination can empower farmers to risk-proof their businesses. It will further look at tools and approaches to business development and risk management in view of sequential economic crises, increasing market volatility, and climate unpredictability.

Timing 🕒	Agenda item 📄
09:00-09:30	<b>Registration</b>
09:30-09:45	<b>Welcome</b> <i>Martin Scheele, Head of Unit F.1, DG AGRI</i>
09:45-10.00	<b>Farm resilience and income generation in the EU: Needs and opportunities</b> <i>Jose Manuel Hernandez-Luque, DG AGRI (Unit F.1)</i>
10:00-10:50	<b>Risk management – M17</b> <ul style="list-style-type: none"> <li>○ Risk management under the EAFRD – an overview <i>Christian Vincentini, DG AGRI (Unit F.1)</i></li> <li>○ Q&amp;A session</li> </ul> <b>Different approaches to Risk management</b> <ul style="list-style-type: none"> <li>○ Risk management – EAFRD supported examples from the Member States <ul style="list-style-type: none"> <li>- <i>France: Emma Dousset (Managing Authority, National RDP for Risk Management)</i></li> <li>- <i>Hungary: David Mezei (Managing Authority)</i></li> </ul> </li> </ul>

<b>Timing</b> 	<b>Agenda item</b> 
10:50-11:15	Coffee break
11:15-11:45	<p><b>Strategic planning and investments for farm resilience</b></p> <ul style="list-style-type: none"> <li>○ Succeeding in the milk crisis through strategic investments and business management – the farmer’s perspective <i>Michael Dörr, Farmer (Ceres Award winner), Germany</i></li> <li>○ Using and explaining market research as a basis for investment strategies <i>Désirée Handke, DLZ Agrarmagazin, Germany</i></li> </ul>
11:45-12:45	<p><b>Podium discussion: Farm business strategies for income generation and farm resilience– the role of the EAFRD</b></p> <ul style="list-style-type: none"> <li>○ Panellists: <i>Martin Scheele (DG AGRI), David Mezei (HU Managing Authority), Michael Kuegler (EUFRAS), Paulo Gouveia (Copa-Cogeca), Jannes Maes (CEJA).</i></li> </ul>
12:45-13:45	Lunch
13:45-14:30	<p><b>The multiple contributions of advisory services and knowledge transfer</b></p> <ul style="list-style-type: none"> <li>○ Approaches to farm business development advice – Examples from the Member States <ul style="list-style-type: none"> <li>- Academy and Forum of Diversification. <i>Dr. Lofner-Meir, Advisory Services, Germany</i></li> <li>- The impact of working circles - Increase farm resilience in the lamb sector. <i>Josef Erlacher, Project Manager of Wiplamb, Italy</i></li> <li>- Support to innovative business strategies. <i>David Ashford, Policy advisor, Welsh Government, UK-Wales</i></li> </ul> </li> </ul>

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14:30-15:00	<b>Innovative solutions to increase farm income</b> <ul style="list-style-type: none"> <li>○ Big data and IT applications for market observation. <i>Pilar Garrido, Regional Ministry of Agriculture, Spain</i></li> <li>○ Increasing production efficiency through innovation. <i>Sirpa Karjalainen, DG AGRI (Unit B.2)</i></li> </ul>
15:00-15:15	<b>Q &amp; A Session</b>
15:15-15:30	<i>Coffee break</i>
15:30-16:45	<b>Group work – “EAFRD Measure packages” to further farm resilience and income generation</b> <ul style="list-style-type: none"> <li>○ Practical exercise: Elaborating EAFRD-Measure packages on certain topics <ul style="list-style-type: none"> <li>- Furthering farm resilience in mountain areas</li> <li>- Stimulating income generation through emphasizing rural-urban linkages</li> <li>- Stabilising the dairy sector</li> <li>- Stimulating cooperation to increase competitiveness</li> </ul> </li> <li>○ Presentation of results</li> </ul>
16:45-16:55	<b>Q &amp; A Session</b>
16:55-17:00	<b>Conclusions</b> <i>Helen Williams, Deputy Head of Unit E.2, DG AGRI</i>