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PROGRAMME

“MAKING AGRICULTURE A SUCCESS”

**37th North American and European Union
Agricultural Conference**

At Hilton Templepatrick – Belfast

Day 1	<u>Wednesday 21st October 2015</u>	
12:30 - 5:00 p.m.	Agricultural farm visit	(Optional)
1.00 p.m. – 5.00 p.m.	Tourism visit	(Optional)
6:00 - 7:30 p.m.	Registration of participants	Hilton Hotel
7:30 - 9:30 p.m.	“Taste of Northern Ireland” reception	Hilton Hotel
Day 2	<u>Thursday 22nd October 2015</u>	
7:00 - 8:30 a.m.	Breakfast at the hotels	
7:30 - 08:15 a.m.	Shuttle transportation to the conference venue	
9:00 a.m. - 5:00 p.m.	Tourism visit for accompanying partners	

9:00 - 9:30 a.m. Opening ceremony Hilton Hotel

VIP welcome addresses

9:30 - 11:15 a.m. SESSION 1
REVIEW OF AGRICULTURAL POLICY DEVELOPMENTS

Presentation of the major developments concerning economic and agricultural policies in each country/region.

This session will highlight the main similarities and differences between agricultural policy developments in each region/country.

9:30 a.m. Speeches from the participating countries

Moderator: Mr PESONEN, Copa-Cogeca Secretary General

For the EU: Mr MERRILD, Copa President

For the US: Mr STALLMAN, Farm Bureau President

For Canada: Mr BONNETT, CFA President

For Mexico: Mr BARRIO AGUIRRE, Vice-President of International Relations, National Agricultural Council (CNA)

For WFO: Mr MARZANO, Executive Director, WFO

10:30 a.m. Panel discussion & questions from the floor

11:15 a.m. - 12:45 p.m. SESSION 2
TOWARDS CONCLUDING THE DDA

The next WTO Ministerial Conference will take place in Nairobi in December 2015, with the objective of establishing a way to conclude the DDA. As the working programme should already be known at this stage, the discussion may focus on the following areas:

- *Export support under the WTO: perspectives*
- *Food aid – storage for food security: measures to ensure fair developments*
- *Striking a balance between the chapters of the negotiations (AMA, NAMA and services): could agriculture become a new trade-off?*
- *TRIPS negotiations*

Keynote speakers

11:15 a.m. Ms RUEDA CATRY, Member of Commissioner Hogan's cabinet

11:30 a.m. **Panel perspectives**

Moderator: Mr PAAP, Minnesota Farm Bureau President

For NA: Mr BARRIO AGUIRRE, Vice-President of International Relations, National Agricultural Council (CNA), **Mexico**

For the EU: Mr PEES, Cogeca

12:00 p.m. **Questions and discussion**

12:45 – 2:15 p.m. **Lunch**

Hilton Hotel

2:15 – 3:50 p.m. **SESSION 3**

HOW THE AGRI-FOOD CHAIN CAN RESPOND TO CONSUMER ATTITUDES

Consumer concerns about agri-food processes are increasingly affecting businesses in the farming sector (e.g. higher production costs or loss of revenue). This session will focus on initiatives from both sides of the Atlantic to anticipate consumer reactions and communicate with consumers.

The objective is to assess whether consumers share the same type of concerns (on the origin of products, production standards and processes) and how we can learn from each other's' experiences and develop dialogue between the agri-food chain on both sides of the Pond.

Keynote/industry speakers

2:20 p.m. **Case study:** Mr. GIBSON, Director for agriculture , Moy Park

2:40 p.m. **case Study :** Mr HORREL – Mondelez S.A.

3:00 p.m. **Panel discussion**

Moderator: Ms FIGUEIREDO, CONFAGRI (PT)

For the EU: Mr MONCALVO, Coldiretti (IT)

For NA: Mr DAVIES, Turkey Farmers of Canada

3:20 p.m.

Questions from the floor and discussion

3:50 - 4:20 p.m.

Coffee break

4:20 - 5:30 p.m.

SESSION 4

COP 21: ENERGY SAVING – HOW CAN AGRICULTURE BENEFIT FROM THIS DEBATE?

The COP 21 will take place in Paris in December 2015. Again, emissions and energy saving matters will top the list of priorities for this international meeting.

This session will focus on producing energy from biomass, and solutions in the agricultural sector to save energy and contribute to the objectives of the COP 21.

Keynote/industry speakers

4:20 p.m.

Ms EUKEN, Bioeconomy Institute of IOWA State University

4:40 p.m.

Panel perspectives

Moderator: Mr BANACK, CFA

For the EU: Mr DOWNEY, IFA (IE)

For NA: Mr SHAWCROFT, Colorado Farm Bureau President

5:00 - 5:30 p.m.

Questions and discussion

5:30 - 5:35 p.m.

Moderator concludes day 1

5:35 - 6:00 p.m.

Transportation to the hotels

Evening dinner

7:00 p.m.

Transportation to a special dinner

From the hotels

7:30 p.m.

Special dinner

Titanic Belfast

11:00 p.m. - 12:00 a.m. Return transportation to the hotels

Day 3 Friday 23rd October 2015

7:00 - 8:30 a.m. Breakfast at the hotels

7:30 - 8:15 a.m. Shuttle transportation from the hotels

9:00 - 10:30 a.m. **SESSION 5**
MODERN AGRICULTURE AND TECHNOLOGY:
WHAT IS THE ADDED VALUE FOR FARMERS?

The development of computerised data from different sources could be a boon to modern agriculture. This session will focus on a project developed by the farming community and the input industry, and will debate the added value for farmers of adopting these practices.

The session will also address the opportunities and challenges for the agricultural sector of the development of Big Data, which may be used for different purposes (risk analysis, market positioning, etc.). The issue of the ownership of data will also be addressed.

Keynote speakers

9:05 a.m. **John DEERE Ltd**

9:30 a.m. **Panel perspectives**

Moderator: Mr MAGNUSSON, LRF (SWE)

For the EU: Ms DZELZKALEJA, Farmers' Parliament (LV)

For NA: Mr NELSON, Nebraska Farm Bureau President

10:00 - 10:30 a.m. **Questions and discussion**

10:30 a.m. - 12:00 p.m. SESSION 6
INPUTS: OPPORTUNITIES AND NEW EXAMPLES OF
COOPERATION WITHIN THE AGRICULTURAL SECTOR

This session will address one of the main production costs in agriculture. The EU and North America are seeing different trends on their internal markets for fertilisers and animal health products.

The delegations will present their forecasts for the fertiliser markets, storage capacities,

financial markets and animal health tools to tackle volatility, and will discuss opportunities to forge ties across the Atlantic. Specific attention will be paid to the role of cooperatives.

10:30 a.m.	Case study – Clinton A. LEWIS, Jr. Executive Vice-President, Zoetis Ltd
10:50 - 11:15 a.m.	Panel discussion Moderator: Mr A. GALINDO, Director of Economic Studies, National Agricultural Council (Mexico) For the EU: Mr BRICHART, FNSEA (FR) For NA: Mr MANN, Famers of North America
11:15 a.m. - 12:00 p.m.	Questions & discussion
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12:00 - 12:15 p.m.	Coffee break
12:15 - 1:00 p.m.	SESSION 7 CLOSING SESSION
12:15 - 12:55 p.m.	Conclusions Panel debate between the Presidents of the participating organisations: Copa, Cogeca, Farm Bureau, CFA and CNA Moderator: Mr ASTON, Chief Executive of the UFU
12:55 - 1:00 p.m.	Closing remarks Mr MARSHALL, President of the Ulster Farmers' Union
1:00 - 2:00 p.m.	LUNCH HILTON HOTEL
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2:15 p.m.	Depart for the farm visit/city sightseeing tour
5:00 p.m.	Return to the hotel
	END