



Farmers of the Future

#Farmers2040

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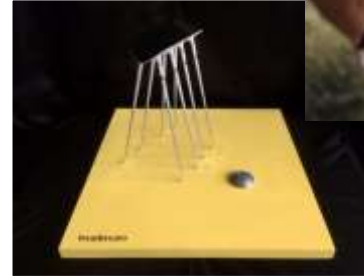
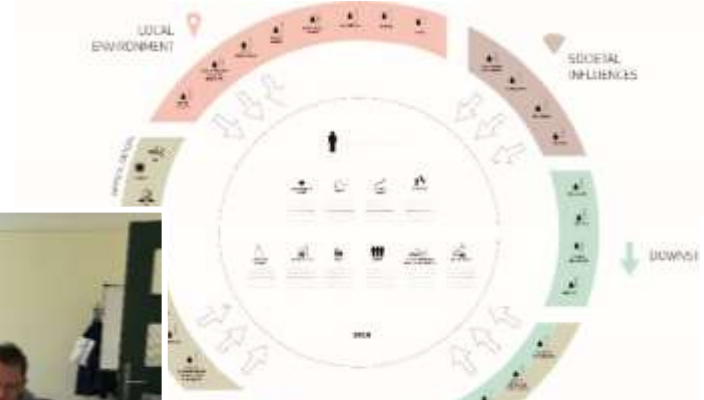
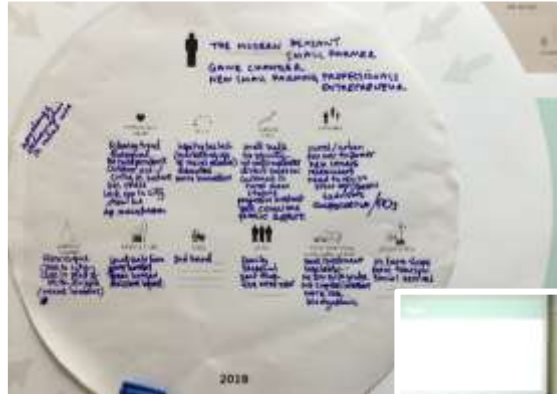
European Commission, JRC

Farmers of the future - #Farmers2040



- Exploring the future professional roles of farmer
- People-centered: panorama on farmers of the future
- Participatory:
 - Farmers, other stakeholders/experts involved through workshops, interviews....
 - Commission services: AGRI, JRC, other departments

Participatory workshops



The Megatrends and their implications for farmers



EU farmer landscape 2040

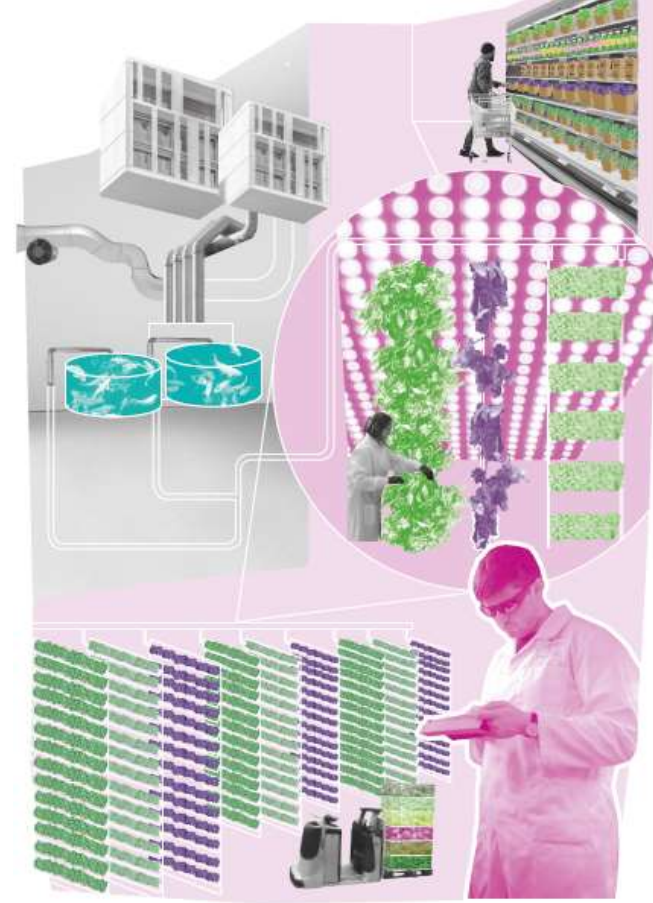


Farmer profiles 2040

- **Adaptive – themes and networks**
agile, networked multifaceted agri-business
- **Corporate – branch operations manager**
- **Intensive – precision farming**
innovative, efficiency driven large specialized holding
- **Patrimonial – on the fence**
traditional, locked-in, focused on heritage

Farmer profiles 2040

- **Controlled environment – soilless high-tech vertical farming**
- **Cell – alternative foods**
biotech entrepreneur, producing from cultured cells



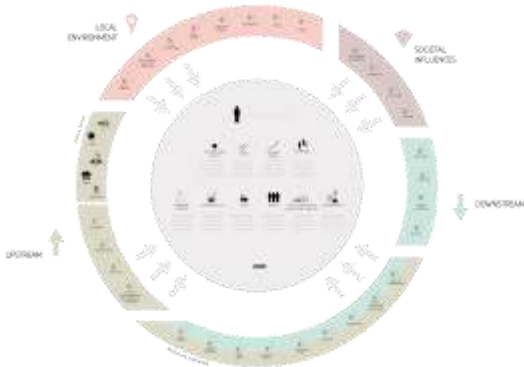
Farmer profiles 2040

- **Social care – health and people**
Service- and society-oriented, focus on social/healthcare services
- **Regenerative – a bigger ecosystem**
strong environmental and social motivation, holistic approach to agriculture
- **Urban – on urban soil**



Continuing the discussion – emerging questions

- How to ensure **coherent policies** for an increasingly diverse food system?
- How to ensure movement in the **same direction on environment and climate?**
- How to build transformative **resilience?**
- How can farmers effectively use diverse and volatile **networks?**
- How can farmers effectively **connect to consumers?**
- What will the **term ‘farmer’** mean in the future?
- What will be the interdependence between 2040 **farmers and rural areas?**



Thank you

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