



European
Commission

European agriculture Today, tomorrow & beyond

*Farming
Food Quality
Food Security
Living Countryside
Organic / Bio
Research & Innovation
Rural Economy
Sustainable Agriculture*



EXPO

MILANO 2015
FEEDING THE PLANET
ENERGY FOR LIFE

Agriculture
and Rural
Development



« Feeding the planet, Energy for life »

Objectives of DG AGRI's participation in Expo Milan

- Expo : a platform for political discussions and policy initiatives on the topics of food and sustainability
- An opportunity
 - to trigger a debate with stakeholders on food security and various other CAP related topics
 - to contribute to the paper issued by the EU Scientific Committee for Expo





Participation of DG AGRI at Expo

- Presence in the EU Pavilion main attraction, targeting the Expo visitors
- Programme of seminars and workshops for stakeholders
- Communication activities targeting the Expo visitors
- Participation of DG AGRI officials in policy events organised by other DGs or stakeholders





DG AGRI in the EU Pavillion

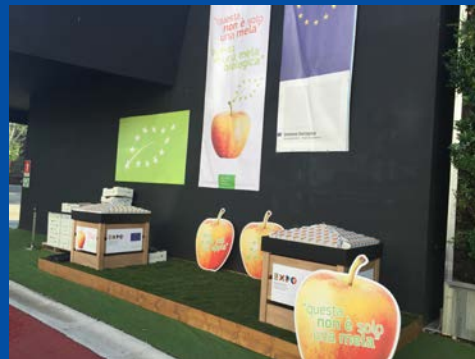
- The story of Alex the farmer and Silvia the scientist
- The content center
 - Targeted animated clips and short films
 - Agriculture is everywhere in our life
 - Agriculture is a key sector of our economy
 - Sustainable agriculture, farmers and entrepreneurship, etc.
 - The sandwich game (GI and organic logo)





DG AGRI – Communication actions targeting Expo visitors

- Awareness raising action SFS/SMS
- Awareness raising action Organic logo
- Awareness raising action quality policy





DG AGRI – Programme of seminars / workshops

May

- 28-29 May - « Organic production, Research and Innovation: setting priorities for the future »

June

- 9 June - « European agriculture, policy and food security: What's at stake? »
- 19 June - « Towards a long-term strategy for European agricultural research and innovation by 2020 and beyond »

July

- 6 July - « Geographical Indications in a globalised world: a win-win for producers and consumers »



DG AGRI - Programme of seminars / workshops

August

- 7-8 August - « Global Food Security challenges »

September

- 7 September - « New challenges, new generation »
- 24 September « Special Edition National Rural Networks Meeting & LEADER/CLLD Conference »
- 25 September « Strengthening local development through cooperation »





7-15 September 2015 - Week of DG AGRI stakeholders

7/9/2015 - "Maize and development - Exchange with Sylvie Brunel » (C.E.P.M.)

8/9/2015 - "The Common Agricultural Policy: leading the way for « feeding the planet, energy for life » (COPA)

9/9/2015 - "Sustainable Beet Sugar in the EU: Launch of the EU Beet Sugar Sustainability Partnership » - CEFS & EFFAT

10/9/2015 - "Towards progress in monitoring productivity and environmental footprint in EU agriculture » - Fertilizers Europe

11/11/2015 - "Développer des indications géographiques durables: le rôle de la recherche, de l'enseignement et de la formation professionnelle » - (A.R.E.P.O.)

12/9/2015 - "Agroforestry Conference: Sustainable Feeding the Planet and providing energy » - European Agroforestry Association (EURAF)

14/9/2015 - "With consistent environmental problems: is the EU on the right path towards long term food security? » - EEB together with BirdLife Europe

15/9/2015 - "Future of farming: the increasing importance of agricultural contractors » - (CEETTAR)



DG AGRI – Programme of seminars / workshops

October

- 1 October – « A common control culture for geographical indications: a multi-level and multidisciplinary approach, best practice, public and private enforcement and the help of science »
- 2 October – « Sensory analysis for better quality of virgin olive oil »
- 14-15 October – « Agribusiness investments in partnership with farmers' organisations in ACP countries »



DG AGRI – Programme of seminars / workshops

October

- 16 October – Press trip for AG Press journalists
- 20 October – « Structural realities in EU agriculture: Does farm size matter? »
- 23 October – « Competitiveness of EU wine »





Achievements

- 18 DG AGRI events at Expo
- Roughly 1.400 participants in DG AGRI's seminars
- 8 CAP related events in the framework of the Week of AGRI Stakeholders
- Min. 16.000 direct contacts with awareness raising actions
- Contribution to the Report of the EU Scientific Committee at Expo
- Min 30 speakers in other events



About EXPO MILANO 2015

- Over 21 million visitors
- Over 600.000 visitors in the EU Pavilion
- Very positive feedback from visitors on the EU Pavilion animation (over 80%)



Next step

- What do we get out of it?
- How do we move forward from here?

Thank you for your attention

