



# The 2018 **EU Agricultural Outlook Conference**

**THE FUTURE OF FOOD AND FARMING:  
FOOD FOR THOUGHT**



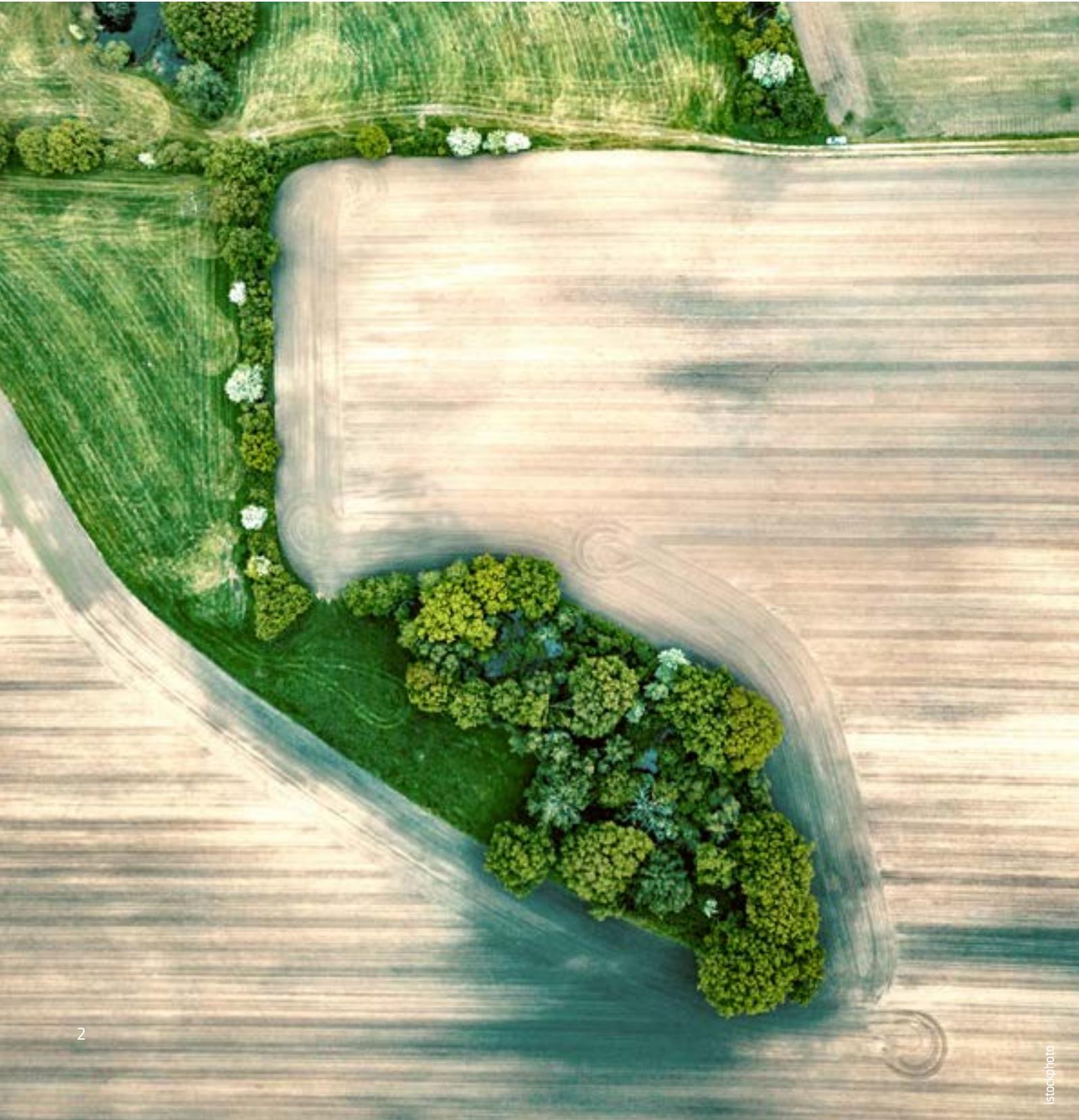
**Brussels, 6-7 December 2018**

**SPEAKER BIOGRAPHIES**

# DAY 1 THE FUTURE OF FOOD AND FARMING: FOOD FOR THOUGHT

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09:00-10:00 | **SESSION 1**  
**OPENING WITH COMMISSIONER HOGAN**





**Phil Hogan,**  
European Commissioner  
for Agriculture and  
Rural Development

**Phil Hogan** grew up on a farm in rural Kilkenny, in southeast Ireland. From 1989 until he became Commissioner in November 2014, he represented the Carlow/Kilkenny constituency in Dail Eireann, the Irish Parliament, where he served in the Fine Gael Party shadow cabinet and as spokesman on Europe, on the food industry, on consumer affairs and on regional policy. Between 2011 and 2014, he served as Minister for the Environment and Local Government in the Irish Government of Prime Minister Enda Kenny TD. During this time, he successfully implemented a broad-ranging agenda, including the biggest reform of local government since the foundation of the Irish State. Prior to his entry to politics, he established and subsequently directed an insurance and real estate business. He also managed the family farm between 1981-83 and is a graduate of University College Cork, with a BA in Economics and Geography (1981).



**Peter Groot Koerkamp** is professor in Biosystems Engineering and chair holder at Farm Technology Group of Wageningen University (since 2005), and senior scientist at Wageningen Livestock Research. His fields of expertise are agricultural & biosystems engineering, agricultural systems, animal and plant production systems, environmental engineering & technology, and design of sustainable production systems. MSc degree in agricultural engineering (with honours, 1990); PhD degree from Wageningen University (1998); various position at IMAG, ID-DLO and Wageningen Livestock Research. He is Chairman of the board of the Dutch Society of Agricultural Engineers (NVTL) and President of the executive board of the European Society of Agricultural Engineers (EurAgEng). He has also organized the EurAgEng conference in the Netherlands in 2018.



**Roxana Vantu** is a skilled journalist with more than 11 years of experience, mostly in news television and communication. Her expertise includes stories documented and filmed in countries like Romania, France, Poland, Belgium and China. She is proficient in doing live reports and stories on economic topics, like agribusiness, consumer habits and finance. During the years she followed high impact stories like the Horse meat scandal, the case of aflatoxin contamination of milk in several European countries and developments in the Common Agriculture Policy, with focus on young farmers. Roxana has a master in Journalism and she worked for the first business television in Romania as a reporter. She then joined Adevarul (one of the largest national newspapers) as an editor and then Digi 24 TV (a 24-hour national news television) as a financial correspondent. She won an award for promoting competition topics in her stories from the Competition Council.



**Peter Baader** is a lawyer by training and was a judge in Germany before joining the European Commission in early 1998. Mr. Baader has worked in different Directorates General of the Commission: Research, Information Society, Anti-fraud and, since mid-2011, Agriculture, almost always in contract and financial management and compliance. He is now a Senior Expert for compliance in DG AGRI's resource directorate and is also active in communication.

# 10:30-12:10 | SESSION 2

## DIGITISATION FOR EU AGRICULTURE AND RURAL AREAS



**Carlos Moedas,**  
European Commissioner  
for Research, Science  
and Innovation

**Carlos Moedas** was born in Beja (Portugal) in 1970. He graduated in Civil Engineering from the Higher Technical Institute (IST) in 1993 and completed the final year of studies at the École Nationale des Ponts et Chaussées in Paris (France). He worked in engineering for the Suez-Lyonnaise des Eaux group in France until 1998.

He obtained an MBA from Harvard Business School (USA) in 2000, after which he returned to Europe to work in mergers and acquisitions at investment bank Goldman Sachs in London (UK).

He returned to Portugal in 2004 as Managing Director of Aguirre Newman and member of the Executive Board of Aguirre Newman in Spain. In 2008, he founded his own investment company, Crimson Investment Management.

In 2011, he was elected to the National Parliament and joined the government as Secretary of State to the Prime Minister of Portugal in charge of the Portuguese Adjustment Programme.

In 2014, he became Member of the European Commission, as Commissioner in charge of Research, Science and Innovation.



**Aminda Leigh** is an Italian-British journalist with almost 30 years' experience, half of which working for various BBC radio and TV channels in the UK. She moved to Italy in 2001, from where she founded her own business, AMROS Media Solutions, offering journalism, moderation and translation services for a variety of European and international institutional and private clients.

She specialises in environmental issues including climate change, the circular economy and green/blue growth as well as research, innovation and technology.

Aminda holds an Honours Degree in Philosophy, a Post-Graduate Diploma in Radio and TV Journalism and she is a published author.



**Jos Ruizendaal** studied Agricultural and Bioresource Engineering at the Wageningen University where received his master's degree in 2012. Since 2016, he works at Wageningen University & Research as a Researcher Agro-robotics. He likes to help growers and farmers in their everyday work by developing vision based systems that ease their work. As a son of a grower, he clearly knows which challenges play a role in implementing new technologies to practice in the agricultural sector. In his off time, Jos can be found growing vegetables and flowers in his vegetable garden or greenhouse in his backyard.



**Max Schulman** is Chairman of the Cereals Working Party, COPA-COGECA. Max grew up on his family's farm, which he took over in 1986. Stor-Tötär Gård, is an old farm that combines arable land and forestry in South Western Finland that has been in the family for around 300 years. Before taking over the full responsibility of running the farm and having taken a degree in agricultural economics, he became a grain trader for the Finnish Grain Board. After that Max worked in the agricultural machinery sector from 2003 until 2008. This job took him all over the world from America to China. For the last 10 years, he has been working in the Central Union of Agricultural Producers and Forest Owners (MTK) as the Advisor for cereals, oilseeds and protein crops. Max is also Chairman of the Cereals Working Group in Copa-Cogeca based in Brussels since 2013, member of the EU Arable Crops Market Observatory and since 2018 Chairman of the Civil Dialogue Group, Arable Crops. Owner of Farm-XPort Ltd, grain trading company. Co-founder and member of the board of Grain Sense Ltd, the portable protein and quality analyzer for grain. Chairman of VYR the Finnish Grain Chain.



**Valentin Opfermann** worked at the Legal Department of the Austrian Chamber of Agriculture and then as senior policy advisor for environmental issues at Copa-Cogeca – the European farmers' organisation in Brussels. In 2018, he opted to work for the European Commission's Directorate-General for Agriculture and Rural Development, in the unit responsible for environment, climate change, forestry and bio-economy. Valentin is an active farmer and forest owner and holds a Master's in Law & Economics from the Vienna University of Economics and Business.



**Anna Osann** is the co-founder and Innovation Director of AgriSat Iberia s.l., a Spanish SME operating globally, providing tools and services that help the farm sector optimize nutrient and water management.

As an Honorary Fellow at Universidad de Castilla-La Mancha, Dr Osann has also coordinated a series of EU-funded projects (e.g. FATIMA, SIRIUS, PLEIADeS) on sustainable agriculture and water management over the last 15 years. She is an expert in bringing practical applications of space technology into the hands of users.



**Pat Murphy** leads the Environment KT Programme in Teagasc. The programme aims to improve the environmental sustainability of Irish agriculture, focussing on water quality, GHG emission, biodiversity, soil fertility and soil quality. Recently he has led the establishment of the ASSAP programme in conjunction with industry and government partners, working with farmers in at risk catchments. He has led the development of decision support systems including the Carbon Navigator and NMP Online.



**Deitze Otaduy** has a degree in Physics, specialising in Optics from the University of Zaragoza (Spain). She holds an MSc in Photonics from the University of Cantabria (Spain) and an MSc from Manchester University (UK) in applied optics mainly focused in biomedical applications. For the last five years, she has been working as an optical design engineer for optical sensor device design and development. She has participated in many European projects and proposal writing. For four years, she evaluated and supervised research projects funding by Spanish government for the Ministry of Defence, related to vision system quality and image processing. She is member of the Southern European Cluster in Photonics and Optics, Photonics21 and EpoSS platforms. Currently she is the coordinator of the Agri-Food industry.

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**Katrin Noorkõiv** is an organic beef producer in Estonia. CEO of Nordic meats, she is an entrepreneur with a long experience in both public and private sector. From 1997 to 2007, Katrin was a public official. After a public sector stage, together with her father she restored her family farm. The farm has been working from more than 14 years and it focuses on meat breeding of Aberdeen Angus cattle. Together with Airi Külvet, she established a NPO Liivimaa Lihaveis. The aim of the NPO is to promote, market and sell the meat of Angus and Hereford breed cattle grown in grasslands. In 2010, Nordic Beef OÜ was founded with the aim of transferring high-quality meat. The most challenging step in her career began in 2016 with the purchase of the meat factory Luha Lihatööstus, the company was relaunched with a new concept as Liivimaa Lihasaaduste Wabrik OÜ in October 2017.

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**Jannes Maes** was born in 1991 and grew up on a farm (dairy cattle and arable crops) in Aalter, Belgium. He has been passionate about farming and horticulture since childhood and holds a degree in agriculture. He is currently President of CEJA, the European Council of Young Farmers. Prior to that he served as a CEJA Vice President and as international representative for Groene Kring, the Flemish young farmers' organisation. When not engaged in politics and representation, he can be found working alongside his father and brother on the family farm.

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**Faustine Bas-Defosse** is a French national with far-off German origins. She is a true European and a passionate advocate. She spent eight years leading the largest Federation of Environmental NGOs' (the European Environmental Bureau - EEB) campaign on the Common Agriculture Policy (CAP), advocating for a more sustainable agriculture and farming across Europe. That experience not only provided Faustine with excellent advocacy skills, it also deepened her knowledge of the CAP and farming systems and policies across Europe. Before that, she worked for the European Commission Directorate-General for Agriculture and Rural Development on the European Food Aid for the most deprived Program and the public goods delivered by the agriculture sector. She joined the Institute for European Environmental Policy (IEEP) in April 2018 as Head of the Agriculture and Land Management Programme.

# 12:10-13:00 | SESSION 3

## DIGITISATION IN THE FOOD CHAIN



**Vladimír Šucha** is Director-General of the Joint Research Centre of the European Commission, its in-house scientific service. He was Deputy Director-General of the JRC (2012- 2013) and director for culture and media in DG EAC (2006-2012). Before joining the EC, he was director of the Slovak Research and Development Agency (2005-2006), principal advisor for European affairs to the minister of education of the Slovak Republic (2004-2005), research, education and culture counselor at the Slovak Representation to the EU in Brussels (2000-2004). He has followed a long-term academic and research career, being a full professor in Slovakia and visiting professor/scientist at different academic institutions in many countries. He published more than 100 scientific papers in peer-reviewed journals.

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**Séverine Fontaine** is Quality Director at Carrefour Group. She graduated from ENSAIA as an agri-food engineer and started her career at Carrefour China. For 5 years, she developed there hygiene in stores and Carrefour quality channels. She is currently in charge of the safety and quality of fresh Carrefour products, for France, and has a flexible mission on the development of blockchain for the Carrefour quality channels.

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**Pekka Pesonen** is the Secretary General of Copa, representing European farmers, and Cogeca, representing European agri-cooperatives, which together count more than 70 national farming organisations from across Europe. Previously, he worked as State Secretary for the Finnish Ministry for Agriculture and Forestry. In addition, Mr Pesonen has extensive professional experience in lobbying at EU level on behalf of Finnish farmers, forest owners (MTK and SLC) and agri-forestry cooperatives (Pellervo). In the 1990s, he worked in the sales and marketing department of Valio, a Finnish dairy company. Mr Pesonen has also been a member of several high level advisory groups concerning EU policy preparation. He is a qualified agronomist and is married with three teenage children.

# 14:30-15:45 | SESSION 4

## TRADE OPPORTUNITIES



**Hiromichi Matsushima** is Vice-Minister for International affairs, Ministry of Agriculture, Forestry and Fisheries (MAFF) in Japan. As Vice-Minister, he led the agricultural negotiation team of EU-Japan Economic Partnership Agreement, and succeeded in reaching a conclusion in December 2017, which will make EU-Japan relationship closer in the agricultural sector.

He has long experience in the MAFF since 1982, particularly in International Affairs Bureau, including experience in the Embassy of Japan in the United Kingdom as well as the Permanent Mission of Japan to the United Nations and other International Organizations in Geneva.

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**Debisi Araba** is currently the Director for Africa at the International Center for Tropical Agriculture (CIAT). In collaboration with hundreds of partners around the world, he works to build a sustainable food future in Africa. He is also a member of the Malabo Montpellier Panel, a group of international agriculture experts who guide policy choices that accelerate progress towards food and nutritional security in Africa. He was previously the Senior Adviser on Environmental Policy to the Minister of Agriculture and Rural Development in Nigeria and the team leader of the Environment and Climate Change Unit in the Ministry. He holds a Doctorate degree in Environmental Policy from Imperial College London and a Master in Public Administration from Harvard University Kennedy School of Government.

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**Micol Bertoni** is a professional in institutional relations. She is responsible for European and international policies at the Italian agri-food cooperatives, which represents one fourth of the entire national production and are leaders in several sectors, such as wine, dairy, fruit and vegetables, organics and geographical indications.

She is an expert in the agri-food sector, Free Trade Agreements, Promotion and Common Agricultural Policy (CAP) and led several seminars at international level on EU Trade Strategy, promotion and GI's.

She studied in Europe and USA, holds a Master in Management and Corporate Social Responsibility and graduated with honours in Business Communication.



**Efstratios (Stratos) Marousis** is an international business manager with degrees in Chemistry (BS Athens, Greece), and Food Engineering (Ph.D Rutgers University USA).

His professional experience includes 21 years in P&G in Engineering, Marketing and Sales both in the US and Europe (Greece, France, Switzerland), followed by 7 years as International Business Director of Vivartia, the Largest FMCG company in Greece with leading brands in Dairy and Frozen Vegetables & Dough (Delta, Barba Stathis, Alesis). He is now International Business Director at Vivartia SA.



**Jerzy Plewa** is Director-General in the Directorate General for Agriculture and Rural Development since 2013 (before Deputy Director-General since 2006).

Born in Poland, was hitherto Associate Professor at Warsaw Agricultural University, member of the Supervisory Board of the Bank of Food Economy and Adviser to the President of the National Bank of Poland with responsibility for farm-sector analyses.

From 1997 until July 2004, Mr Plewa was Under-Secretary of State at the Polish Ministry of Agriculture and Rural Development. During that time, Mr Plewa was also chief negotiator of agricultural affairs in the team negotiating Poland's accession to the European Union.

Prior to that, Mr Plewa worked as a consultant on programmes for assisting agriculture and was also a member of the Poland/European Union/World Bank Task Force, where he worked on building a strategy for agriculture in Poland.

# 16:15 – 17:30 | SESSION 5 EU-AFRICA: COOPERATION, TRADE AND INVESTMENTS



**Mark Abani** is the CEO of MSCA Projects. With the strapline, ‘Growing People, Plants and Ideas for positive results’ he brings together his vast knowledge and experience gained over 30 years in agriculture, taxation, education and leadership across academia, government service (UK and Nigeria) and the private sector to positively contribute to a better Nigeria and world. He also works as an independent consultant; Leadership, Management, Taxation and Internally Generated Revenue, Public Finance, Trade Facilitation and Governance, and Agricultural Leadership among others. In addition, he runs a small-holder farm which aims to serve as a model farm providing training opportunities to farmers and agricultural students, in association with agricultural extension workers.



**Anders Aeroe** has been Director of the Division of Enterprises and Institutions of the International Trade Centre (ITC), Geneva, Switzerland since November 2016. Mr Aeroe, a Danish national, joined ITC in 2007 and has since then held several positions within ITC, including as Acting Deputy Executive Director, as Director of Division of Market Development, and as Chief of the Market Analysis and Research Section.

During his professional career, Mr Aeroe has focused on the interrelated topics of trade development at enterprise, institutional and policy level, trade intelligence, competitiveness, sector and value chain development, and industrial transformation.





**George Morrison** leads Arla's Public Affairs team and is responsible for European engagement. Before joining Arla, George worked for the UK's Foreign Ministry for 11 years. He held various positions in their London HQ including working on the UK's relationship with the European Union Institutions. He was also Head of Communications and Asia regional policy in roles with the British Embassy in Thailand and the British High Commission in Australia.

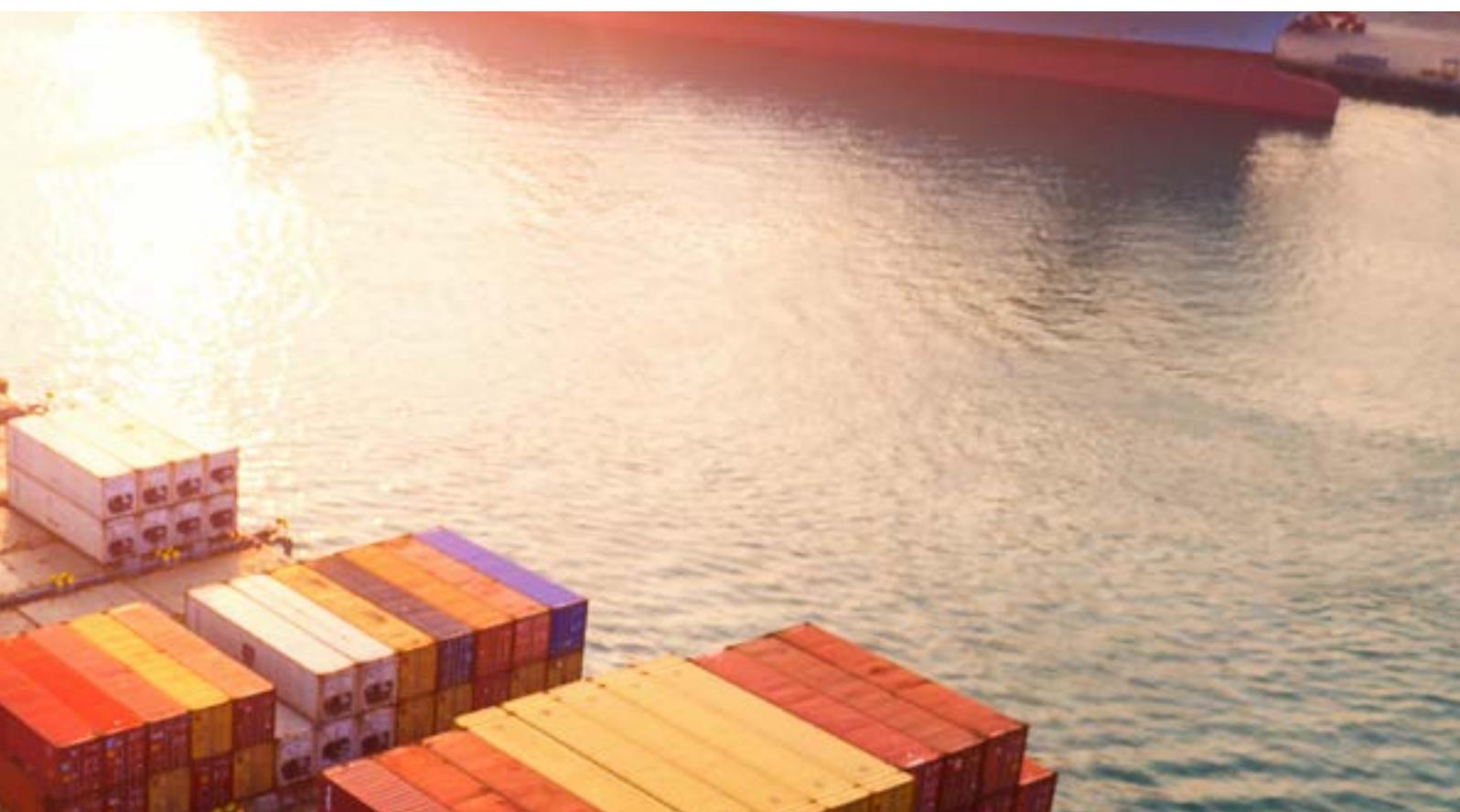
George has also worked in the Scottish Government's Department for Agriculture and Rural Affairs, the Danish Ministry of Agriculture and the Australian Department for Foreign Affairs and Trade.

Before beginning his career in government, George was a dairy farmer in Scotland and spent 12 months working in the New Zealand dairy industry.

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**Marie Diongoye Konaté** is the CEO of Protein Kisse-La Sa in Côte d'Ivoire. This agribusiness set up in 1994, offers enriched soya-based infant cereals to families in Côte d'Ivoire, providing a reliable outlet to local farmers. PKL is today a reliable and recognized company that has received many awards and ISO 9001 certifications. Owning a 7500m<sup>2</sup> factory in the Vridi industrial area of Abidjan, it employs 75 people, of which 40% are women; its 2017 turnover amounted to 2,7million euros. Marie studied in Mali (country of origin) and later in Switzerland (Architectural Engineering). Moving from Brazil to Côte d'Ivoire in 1989, she joined the management team of a project developing the cultivation of soya, rice and maize. Six years later, with 600 euros, she set up her own business in the very middle of a people's market in Abidjan.



# DAY 2

EU AGRICULTURAL  
OUTLOOK BY 2030

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09:00-10:15 | **SESSION 6**  
**DRIVERS OF EU AGRICULTURAL OUTLOOK**





**María de los Ángeles Benítez Salas** has worked as Deputy Director General in DG AGRI since 16 March 2016. She is in charge of three directorates responsible for International, Quality, Research and Innovation, Outreach, Strategy, Simplification and Policy Analysis.

A Spanish national, Ms Benítez Salas joined the European Commission in 1986 as Member of the Cabinet of Commissioner Abel Matutes, responsible for SME policy, and subsequently External Relations. After a stint at the EU Delegation in Buenos Aires, she first became Head of Unit in 1998 and was a Director in DG AGRI between 2006 and 2013. Her previous position was Deputy Head of European Political Strategy Centre, the European Commission's in house think-tank.



**Tassos Haniotis** is Director for "Economic Analysis, Perspectives and Evaluations; Communication" in the DG for Agriculture and Rural development of the European Commission. He has also held posts as Acting Director for Direct Payments, as Head of Unit in the Units for Agricultural Policy Analysis and Perspectives, and for Agricultural Trade Policy Analysis, as Deputy Head of Cabinet of former European Commissioner for Agriculture Franz Fischler, and as Agricultural Counsellor in the European Commission's Delegation in the US.

He holds Ph.D. and M.S. degrees in Agricultural Economics from the University of Georgia, US, and a B.A. in Economics from the Athens University of Economics and Business in his native Greece, and was a visiting Fellow at the Centre for European Agricultural Studies, Wye College, University of London, focusing on EU-US agricultural trade relations in the Uruguay Round of GATT negotiations before joining the European Commission.



**Alice Stanton** is Professor at the Royal College of Surgeons, Ireland. She is a clinician-scientist. Her qualifications include an honours degree in Medicine (UCD 1984), a first-class honours B.Sc. in Physiology (UCD 1986), and a PhD in Pharmacology (UCD 1993). She is currently Professor in Cardiovascular Pharmacology at the Royal College of Surgeons in Ireland and Director of Human Health at Devenish Nutrition. Her research interests include; hypertension, personalized medicine, and the impact of micronutrients on health. She has authored in excess of 140 peer-reviewed published papers, and has had grants/fellowships from Health Research Board (Ireland), Enterprise Ireland, Higher Education Authority (Ireland), Irish Research Council, Irish and British Heart Foundations, Medical Research Council (UK), & the European Commission Seventh Framework Programme.



**Mara Thiene** is Professor of applied economics at the University of Padova (Italy). Her main areas of research concern consumer behaviour and economic valuation of environmental and natural resources, with a particular emphasis on the methodological issues. She has carried out research by applying non-market valuation techniques to natural resources and ecosystem services, within agricultural and environmental policies. She worked on modelling outdoor recreation and tourism in Alpine areas. She extensively employed discrete choice models to investigate preference heterogeneity of consumers in wine and food choice, with an emphasis on the drivers of cognitive process and determinants of decision-making. Further areas of research focus on renewable resources and energy economics.

# 10:45-12:00 | SESSION 7

## THE EU AGRICULTURAL OUTLOOK FOR WINE, OLIVES AND FRUIT AND VEGETABLES MARKETS



**Marijke Van Schagen** is an agro-economist. She has been working in the European Commission since 2006, amongst others in charge of the coordination of simplification of the Common Agricultural Policy and cross compliance within DG Agriculture and Rural Development. She currently works as socio-economic analyst in Unit C2 - Analysis and Outlook. Amongst her responsibilities are the short and medium term outlook of the wine and fruit and vegetable sectors. From her past experience in the Netherlands, notably at the Dutch Product Board for Livestock Meat and Eggs, she also gained expertise on the meat sector.

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**Paola Colombo** is the Director for Health and Food Audits and Analysis in the Commission's Directorate General for Health and Food Safety since 2016.

Paola joined the European Commission in 1995 and worked in the Directorates General for Agriculture and Rural Development, Health and Consumer protection, Secretariat General, Cabinet of Commissioner Viviane Reding, European Political Strategy Centre. Her positions covered a variety of topics, including food and feed safety matters, R&D, life sciences and biotechnology, and Information and Communication technologies.

Paola has a degree in Veterinary Medicine and was EU fellow at the University of North Carolina (Centre for European Studies/EU Centre for Excellence) Chapel Hill in 2013-2014, where she taught and conducted research on Food policy issues.

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**Patrick Guiraud** is an oenologist by training and owner of Domaines Guiraud in Occitanie in the Department of Gard (France). Its estates total more than 100 ha of organic vineyards in IGP d'Oc and Sable de Camargue. He has been President of Sudvinbio since 2013. Sudvinbio is an interprofessional association of 370 producers and merchants of organic wines in the Occitan region. This region is leader in France with an annual production of about one million hectoliters of organic wines. Sudvinbio is an expert in the organic wine sector and organizes the Millésime Bio international and professional trade show and the Challenge Millésime Bio organic wine competition.



**Stephan Weist** has over 30 years of experience in the Produce sector. Having worked for retail (Rewe), multinationals (Chiquita) in Import and Export and Production (Landgard) in various leading positions, he has deep insights in the industry, the challenges and the developments.

Since summer 2018, he serves the industry as President of Freshfel, the European Fresh Produce Association.



**Alessandro Dalpiaz** was born in 1958. After a Master Degree in Agrarian Science in 1985 at the University of Padua he became professor at the Edmund Mach Foundation, where for ten years he was responsible for the management of the agricultural experimental farm.

Since 1998, he is General Director of APOT (the Association of fruit growers in Trentino) and in 2004 he's been also nominated Director of Assomela (the Italian association of apples producers). Since 2006, he is member of apples and pears experts group of EC, as delegate of COPA-COGECA, which represents both the general and specific interests of farmers in EU. He is also President of the World Apple and Pears Association (WAPA) from 2009 to 2011 and currently member of experts' group inside Freshfel. Since August 2017, he is member of the Board of Directors of Global G.A.P.

# 13:30-15:00 | SESSION 8

## THE EU AGRICULTURAL OUTLOOK FOR ARABLE CROPS AND BIOFUELS



**Koen Mondelaers** currently works as socio-economic analyst at the European Commission, DG AGRI, Unit Agricultural modelling and Outlook, where he contributes to economic analysis and the medium term outlook of European agricultural markets. Previously he worked as scientific coordinator of the Farm and Agricultural Development division at the Flemish Institute for Agriculture and Fisheries Research, supervising projects and PhDs focusing on the transition to a more sustainable agriculture, fisheries, bio-economy and agri-food chain. He holds a master degree in Bioscience-Engineering, a degree in complementary studies of Business Economics and a PhD in Bioscience Engineering from Ghent University.

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**Juliette Jacques** is the Deputy Managing Director of STARCH EUROPE, the trade association that represents the interests of the European starch industry both at European and International level.

Juliette has been with Starch Europe since 2004, managing Starch Europe's Committees covering Economic Affairs, Environment, Trade and Specific Sector Groups (e.g. potato starch and green chemistry). Since 2014, she has been actively involved in creating the European Bioeconomy Alliance, the unique cross-sector alliance dedicated to mainstreaming and realising the potential of the bioeconomy in Europe.

Previously, Juliette has worked in EU Public Affairs in Brussels, and in Finance in London, where she held positions with The London Stock Exchange and Nasdaq Europe. She holds degrees in Economics.

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**Kostas Kravvas** was born in 1973 in Halastra, Thessaloniki Greece and is the seventh generation of a family with a long and rich farming history. In 2016 Kostas took over the management of his family farm and immediately adopted "Precision noosaause of satellite imagery and digital maps" for fertilizing and spraying.

Kostas Kravvas farm is the first farm in Greece that went totally "digital" and is serving as a model for modernizing agriculture in Greece.

Kostas is a graduate of the American Farm School of Thessaloniki, Greece, has a BSc in Agricultural Business from Cal Poly State University in San Luis Obispo, California and an MBA from Imperial College, London.



**Zoltan Pulay** graduated in Agriculture MSC in Hungary. He has been in the Agriculture business for 33 years. He worked in the International environment serving the feed industry for the last 25 years. He is representing the Hungarian Grain and Feed Association to FEFAC the last 5 years currently as Praesidium member.

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**Valérie Corre** joined the SpiritsEurope where she has been a Director for 4 years after having worked for the EU Committee of the American Chamber of Commerce for more than 2 years and for the COINVERTIR in Colombia. She then became Director General of the European Union of Ethanol Producers for more than 13 years. She was involved in energy, climate and agricultural issues. Five years ago, she joined the Group Tereos, an agricultural sugar cooperative based in France where she is the Director in charge of regulatory affairs for alcohol/ethanol.

# 15:00-16:30 | SESSION 9

## THE EU AGRICULTURAL OUTLOOK FOR MEAT AND DAIRY



**Sophie Helaine** is an agro-economist. She joined the European Commission in 2005. After 3 years at the Joint Research Centre in Seville, she returned to DG Agriculture and Rural Development in 2013, where she is deputy head of Unit C2, analysis and outlook, particularly in charge of the dairy sector. From her past experience in France, notably at the French livestock Institute, she has also gained expertise in the meat sector.



**Ettore Capri**, PhD is full Professor in Agricultural Chemistry in 2002 and since then has taught courses in different universities.

Since 2009 he is director of the Research Center on Sustainable Agriculture (OPERA) acting as Think Tank. The Italian Ministry of the Environment in 2011 has assigned to Ettore Capri the scientific responsibility for developing programs for the sustainable development of the wine production sector and environmental labelling today public standard in Italy. In this research context he is joining the voluntary initiative CarniSostenibili a large stakeholder platform dealing with sustainability in the meat food chain sectors.



**Mónica Landeira Noya** is a dairy farmer in Galicia, the main milk producing region in Spain. She has a farm of 100 heads, with an annual production of 600,000 liters. She is member of the CLUN Cooperative, that has 400 producers and 230 million euros in turnover, being the economic and social engine of Galicia region. Monica is producing milk differentiated from the origin, modifying the composition of fatty acids through the feeding of animals. These farms have managed to reduce 20% of CO<sup>2</sup> emissions from livestock farms, CLUN being the first milk producer in Spain to achieve AENOR certification of the Carbon Footprint Product. The partners that produces this milk receive an average of 4 cents per liter more for their milk, and the minimum price is 35 cents per liter.



**Robert Markus Erhard** is the Functional Head of Fresh Milk in Nestlé since 2015. His scope covers more than 30 countries and close to 300'000 farmers. He has also been chairing the Dairy Working Group and is an active EXCO member at the Sustainable Agriculture Initiative Platform (SAI Platform). He is a member of the Dairy Sustainability Framework (DSF) and International Dairy Federation (IDF). Prior to these roles, Mr. Erhard has been working in various positions within Fresh Milk sourcing especially in the Greater China Region including overall responsibility and being the end-to-end project manager for the Nestlé Dairy Farming Institute (DFI). The DFI is a center of excellence in collaboration with multiple partners, developing the future dairy-farming model suitable for China.

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**Derk Ooburg** has graduated as a veterinarian from Utrecht University in 2005. To finalize his degree he enrolled as an intern at the Ministry of Agriculture in the Netherlands where he wrote the Dutch contingency plan for African Swine Fever (now part of the combined ASF and CSF plan). Currently he works at Vion Food, a large food company producing red meat and meat products, as Director Quality Assurance.

Derk specialised as a veterinary professional in the field of Veterinary Public Health and is a diplomat at the ECVPH.



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