



Federal Ministry  
of Food  
and Agriculture

EURAGRI



## Digital Transformation of the Agricultural Value Chain Opportunities, Challenges and the Role of Science

A conference under the German Presidency of the Council of the European Union  
Jointly organised by the German Federal Ministry of Food and Agriculture (BMEL) and the  
European Agricultural Research Initiative (EURAGRI)

2<sup>nd</sup> - 3<sup>rd</sup> December 2020, Berlin (Germany)\*

The digitalisation of agriculture is transforming agricultural primary production and the food sector. All actors across the whole value chain up to the consumer are affected by this transformation. The numerous digital innovations in the agricultural and food sector have the potential to contribute to sustainable food production, enhance animal welfare, combat climate change, improve global food security and promote biodiversity.

Beside technological developments, science has an important role to play in critically reflecting and assessing the sustainability of digital innovations. With regard to the legal framework for agricultural data, it is necessary to implement guidelines and/or rules that take into account fundamental data principles while ensuring legal certainty for farmers.

The German Federal Ministry of Food and Agriculture (BMEL) hereby joins EURAGRI in inviting you to address and discuss the various dimensions of digitalisation of agriculture.

The main questions to be discussed are:

- What kind of initiatives, strategies and policies do we have in Europe with regard to the digitalisation of the agricultural value chain? What can we learn from each other?
- Which rules and/or guidelines for agricultural data should be implemented at the EU level?
- How can digital innovations be connected to sustainability along the whole agricultural value chain?

\*Important:

Originally planned as a pure physical event, due to the COVID-19 pandemic now the conference will be carried out in a hybrid-virtual format using livestream and video conferencing.

## Day 1: Wednesday 2<sup>nd</sup> December\*

10:00	<b>Beginning of the conference</b>	
10:00-10:30 (10:00 am to 10:30 am (CET))	<b>Welcome</b> <ul style="list-style-type: none"> <li>• Julia Klöckner, German Federal Minister of Food and Agriculture (BMEL)</li> <li>• Dr. Wolfgang Bartscher, Director-General at the European Commission, DG AGRI</li> <li>• Prof. Gerry Boyle, EURAGRI</li> </ul>	
10:30-12:00 (10:30 am to 12:00 pm (CET))	<b>Setting the scene (opening addresses)</b> <ol style="list-style-type: none"> <li>1. Challenges and opportunities of digitalisation in the agricultural value chain - a governance perspective. Prof. Dr. Peter H. Feindt, Humboldt-Universität zu Berlin</li> <li>2. EU level initiatives and policies concerning digitalisation in the agricultural value chain. Kerstin Rosenow, EU Commission, DG AGRI</li> <li>3. Governance of agricultural data Prof. Dr. José Martinez, University of Göttingen</li> </ol>	
12:00-13:30	<b>Lunch break and online networking</b>	
13:30-15:30 (1:30 pm to 3:30 pm (CET))	<b>Track 1:</b> <b>Sustainable digital transformation of the agricultural value chain</b>  <b>Different perspectives: State of play</b> <ul style="list-style-type: none"> <li>• <b>Farming 4.0 - The necessity of change</b> Milica Trajkovic, BioSense Institute</li> <li>• <b>Up-stream sectors:</b> Prof. Dr. Cornelia Weltzien, Leibniz Institute for Agricultural Engineering and Bioeconomy (ATB)</li> <li>• <b>Down-stream sectors:</b> N.N.</li> <li>• <b>Consumer:</b> Prof. Dr. Nesli Sözer, Technical Research Centre of Finland (VTT)</li> <li>• <b>Research:</b> Dr. Jürgen Vangeyte, Flanders Research Institute for agriculture, fisheries and food (ILVO)</li> </ul>	<b>Track 2:</b> <b>Governance of agricultural data</b> <ul style="list-style-type: none"> <li>• Dr. Klaus Heider, BMEL</li> <li>• Dr. Doris Marquardt, European Commission, DG AGRI</li> <li>• Pekka Pesonen, Daniel Azevedo, COPA COCEGA</li> <li>• Dr. Katarzyna Kosior, National Research Institute, Poland</li> </ul>
15:30-16:00	<b>Coffee break and online networking</b>	
16:00-18:00 (4:00 pm to 6:00 pm (CET))	<b>Track 1:</b> <b>Sustainable digital transformation of the agricultural value chain</b>  <b>Shaping the future: Discussion</b> What is needed from policymakers (EU/national level) to make the digital transformation of agriculture a success for all stakeholders? Prof. Dr. Engel Hessel, BMEL	<b>Track 2:</b> <b>Governance of agricultural data</b> <ul style="list-style-type: none"> <li>• Dr. Alexander Duisberg, Bird &amp; Bird LLP</li> <li>• Can Atik, Tilburg Law School</li> <li>• N.N., Centre for European Policy (cep)</li> <li>• Prof. Leanne Wiseman, Griffith University</li> </ul>
18:00	<b>End of Day 1</b>	

**\*Important:**

Originally planned as a pure physical event, due to the COVID-19 pandemic now the conference will be carried out in a hybrid-virtual format using livestream and video conferencing.

**Day 2: Thursday 3<sup>rd</sup> December\***

09:00	<b>Beginning of Day 2</b>	
09:00-10:30 (9:00 am to 10:30 am (CET))	<p><b>Track 1:</b> <b>Sustainable digital transformation of the agricultural value chain</b></p> <p><b>Future trends: Part 1</b></p> <ul style="list-style-type: none"> <li>• The digitalisation of agriculture - Challenges for advisory services Dr. Tom Kelly, Teagasc</li> <li>• Transforming the organisation of value creation and business models in the digitalisation of agriculture Prof. Dr. Cynthia Giagnocavo, University of Almeria</li> <li>• Enhancing consumer sovereignty with block chain technology – Strengths and vulnerabilities Chris Addison, CTA</li> <li>• A safe and just operating space for the bioeconomy: The role of digitalisation in the 5<sup>th</sup> SCAR foresight report Prof. Gianluca Brunori, Università di Pisa</li> </ul>	<p><b>Track 2:</b> <b>Governance of agricultural data</b></p> <ul style="list-style-type: none"> <li>• Report on the topic of European Guidance and Rules for Agricultural Data</li> <li>• Exchange of views by the EU Member States</li> </ul>
10:30-11:00	<b>Coffee break and online networking</b>	
11:00-12:15 (11:00 am to 12:15 pm (CET))	<p><b>Track 1:</b> <b>Sustainable digital transformation of the agricultural value chain</b></p> <p><b>Future trends: Part 2</b></p> <ul style="list-style-type: none"> <li>• What is the impact of digitalisation on farming practices and structures as well as new dependencies? Dr. Karel Charvát, Wirelessinfo</li> <li>• Which are the new business models? Claudia Mittermayr, Agro Innovation Lab GmbH</li> <li>• Sustainable food futures, the role of ICT and citizen consumers Prof. Anna Davies, Trinity College Dublin</li> </ul>	<p><b>Track 2:</b> <b>Governance of agricultural data</b></p> <ul style="list-style-type: none"> <li>• Continuation: Exchange of views</li> </ul>
12:15-13:45	<b>Lunch break and online networking</b>	
13:45-14:00 (1:45 pm to 2:00 pm (CET))	<b>Presentations from Track 2 about the outcomes/conclusions/results</b>	

\*Important:

Originally planned as a pure physical event, due to the COVID-19 pandemic now the conference will be carried out in a hybrid-virtual format using livestream and video conferencing.

14:00-15:15 (2:00 pm to 3:15 pm (CET))	<b>Panel discussion</b> <ul style="list-style-type: none"> <li>- EU Commission, Ministry: Dr. Doris Marquardt (DG AGRI), N.N. (Ministry)</li> <li>- Research institutions: Drs. Krijn Poppe (Wageningen University &amp; Research), Dr. Christian Huyghe (INRAE, National Research Institute for Agriculture, Food and Environment of France)</li> <li>- Other stakeholders: Georg Mayerhofer (farmer), N.N. (lawyer)</li> <li>- Moderator: N.N.</li> </ul>
15:15-15:30 (3:15 pm to 3:30 pm (CET))	<b>Rounding up and conclusion</b> <ul style="list-style-type: none"> <li>• N.N., German Federal Ministry of Food and Agriculture (BMEL)</li> <li>• Prof. Gerry Boyle, EURAGRI</li> </ul>
15:30	<b>End of the conference</b>

**Registration:** To register for the event, the online registration will open end of September 2020.

**Contact:**

**BMEL**

Referat 123

Referat 821

Referat 822

Rochusstraße 1

53123 Bonn

E-Mail: [agri-digital-eu2020@ble.de](mailto:agri-digital-eu2020@ble.de)

**EURAGRI**

Secretary General

address

address

E-Mail: [bhe@bio.aau.dk](mailto:bhe@bio.aau.dk)

Tel.: +45 2135 7594

**\*Important:**

Originally planned as a pure physical event, due to the COVID-19 pandemic now the conference will be carried out in a hybrid-virtual format using livestream and video conferencing.