



Protecting the rights of agricultural producers in digital agriculture

12 December 2023

Estonian Chamber of Agriculture and Commerce
Conference "Digitalisation in the Estonian Rural Economy"
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copa***cogeca**
european farmers european agri-cooperatives



Mission

To ensure a viable, innovative, competitive EU agriculture and agri-food sector guaranteeing food security to half a billion people throughout Europe.



Objective

Promoting European farmers and agri-cooperatives views to **influence** EU decision-making process and public opinion.

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european farmers



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european agri-cooperatives

- Created in **1958**
- **22 million** European farmers and family members
- **60** full members from the EU Member States and 36 partner organisations

- Created in **1959**
- **22,000** European agricultural cooperatives
- **35** full members from the EU Member States, 4 affiliated members and 36 partner organisations

 In **1962**, a joint Secretariat was created, making it one of the largest and most active organisations in Brussels for the past **60** years.



Farming Community committed to EU common policies

The EU farming community is committed and proud of the EU model of production!

* Common Agricultural policy

- Internal market, Food safety, environment, animal health and welfare;
- Market orientation, Fair, transparent, and balanced agri-food value chain;
- Precision agriculture;

* Green Deal – need for a coherent and supportive framework

➤ Climate Change

- Committed to the implementation of Paris agreement
- Limit the world's temperature increase to 1.5°C while not endangering food security;

* Digital Single Market

Ambitious targets require continues investment from farmers and agri-cooperatives

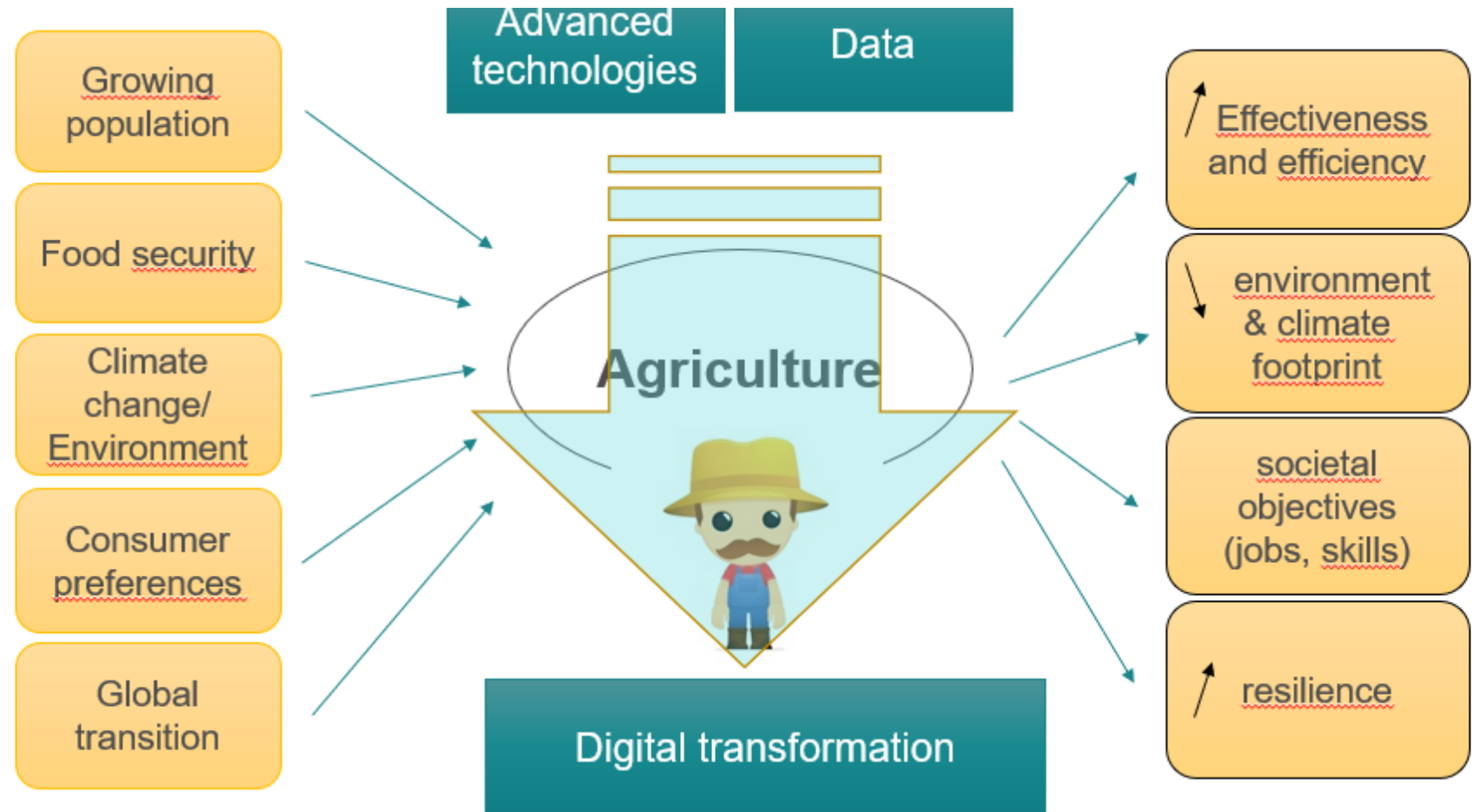


How to implement sustainable transition?

- * Several studies on Farm to Fork show severe consequences for EU agriculture, in a period where costs of production are going up:
 - Farmer's income and margins
 - Competitiveness of EU agriculture,
 - Food security,
 - Carbon leakage,
- * Looking to for clear commitment from EU Institutions on:
 - Comprehensive impact assessment on Green Deal
 - Provide the necessary tools to achieve ambitious targets (e.g. Carbon markets, CBAM, Technologies, such as NGTs, digital, etc)
 - How to enable our investment on modernization and sustainability of EU agriculture
 - Ensure consistency between trade policy and Green Deal – fair competition
 - How to ensure that all sectors contribute to sustainability



Policy context: challenges and digitalisation





Digital agri-food represents an unprecedented opportunity to create value and business opportunities

- * Optimize the use of resources (Improved Nitrogen Use Efficiency (up to 30%), Reduction of water consumption (25%), Increase of air quality, etc)
- * Improve functioning of food-chain (e.g. blockchain technologies), find new markets;
- * Improving the life conditions of farmers and their families, et;
- * Digital technologies enable online applications for payments, pre-filling of application forms, early warnings, simplify official controls while increasing compliance;
- * Give farmers a larger room of manoeuvre to make good farming decisions
- * Positive socio-economic impact through the engagement of agri-cooperatives. Key role on diffusion of knowledge and innovation-based approaches

It should provide clear benefits for the farmer. Its possible to deliver good value for farmers (e.g. optimising resources and enhancing productivity), while reducing the impact of agricultural production on natural resources.



It is Strategy - Not technology – the Real Driver for Technological and Digital Transformation!

**ALL EU POLICIES TO
ALIGN THEIR EFFORTS
TOWARDS CREATING
THE BASELINE FOR THE
UPTAKE OF
TECHNOLOGIES BY ALL
FARMERS**

Cross sectorial support decision making systems, supported by AI;

Transparency and Trust on Data Sharing, Improve the access of data by farmers;

Infrastructure - connectivity & interoperability, reliability, standards and security;

Digital Skills and Jobs - Advisory and Training

Access to investment, financing, capacity building

Innovation , research – starting in the farm...

Innovative friendly regulatory framework (e.g. drones, NGTs)

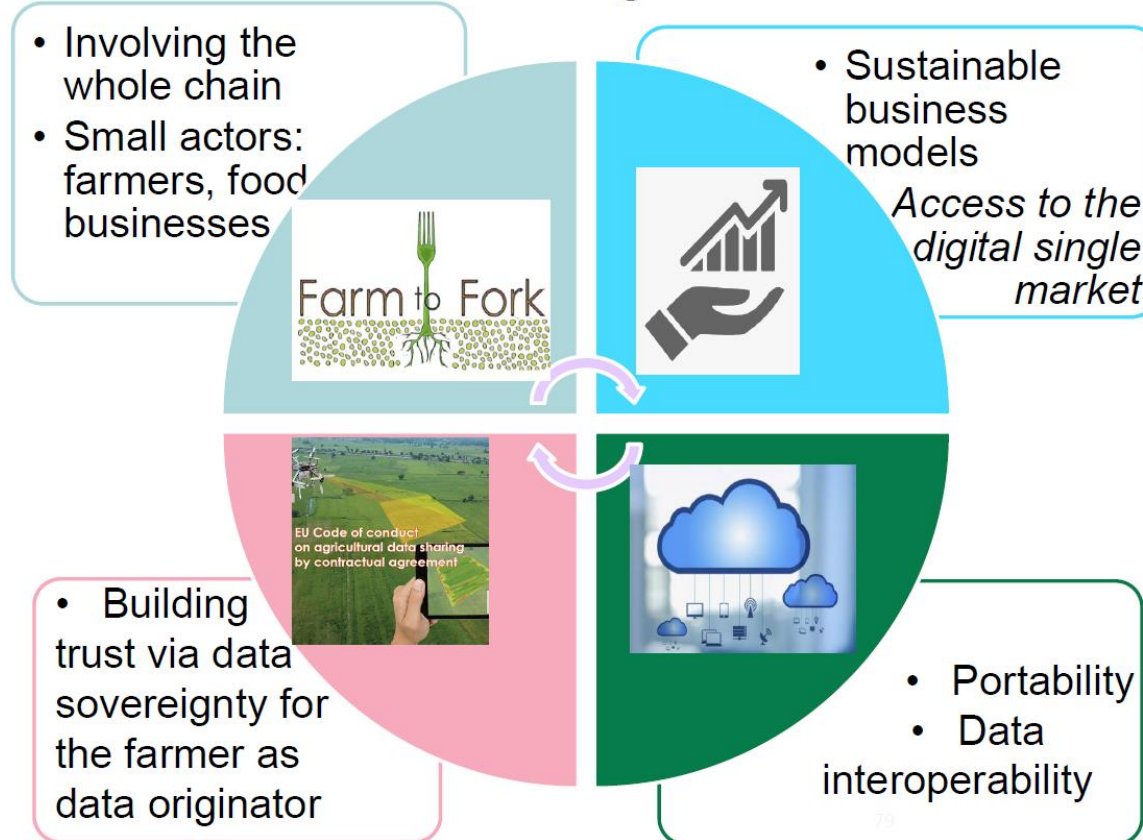
Access to talent and generational renewal

**Fair, transparent, and balanced agri-food value chain -
Consumer and market orientation**



1) Benefits and Challenges of sharing data in agriculture

Challenges

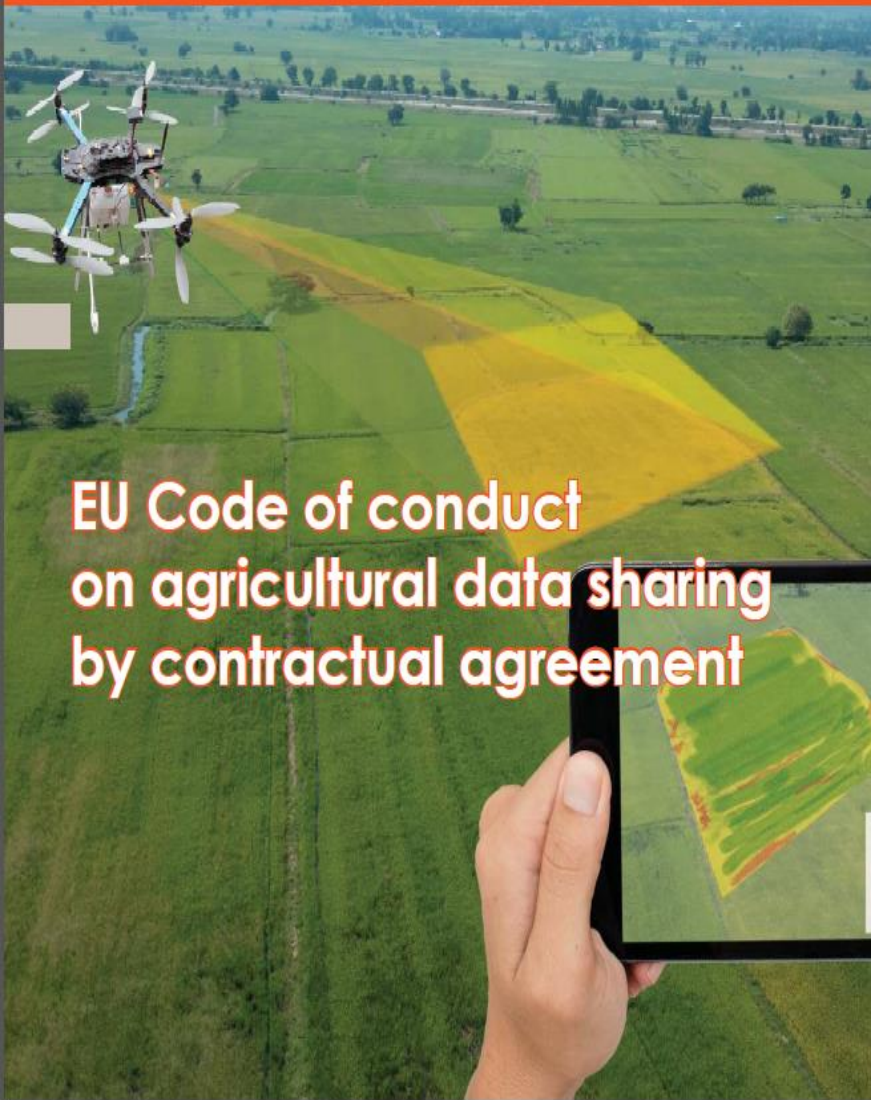


Source: www.djustconnect.be

Reluctance to share data:
Security, competition concerns, lack of trust

Dominance of large platforms:
Capturing increasing share of value – avoid vendor) – lock in

Fragmentation:
Lack of access to (big) data and of interoperability of data



EU Code of conduct on agricultural data sharing by contractual agreement

EU code of conduct on agricultural data sharing by contractual arrangement

Transparency, defining responsibilities, creating trust!

- Voluntary approach driven by the agri-food sector – create trust, create value
- Right on data produced on the farm or during farming operations is attributed to the farmer and may be used extensively by him/her;
- Leading role in controlling the access to and use of data from their business
- Sensitive data
- Compatible with the GDPR. Referred in the Commission data strategy;
- Initiatives in MS: White list in France, Wallonie, DE, ES..





Data Act

Aims and content:

- Increase data access and usage rights for users of connected devices
 - Data holders vs data users vs data recipients
 - Access and sharing rights
 - Unfair contracts
 - Switching between cloud providers
- Obligation for businesses to provide data to public authorities in case of emergencies



Data Act

Agricultural data is particularly sensitive information.

- By offering better protection against unfair clauses in contracts involving the transmission of data between companies, the Data Act will promote a data economy on a European scale
- EU must provide the millions of European farmers the tools to take advantage of the value created by data sharing, while increasing their bargaining power towards multinationals.
- We need to ensure that EU agricultural data will be regulated by EU legislation.

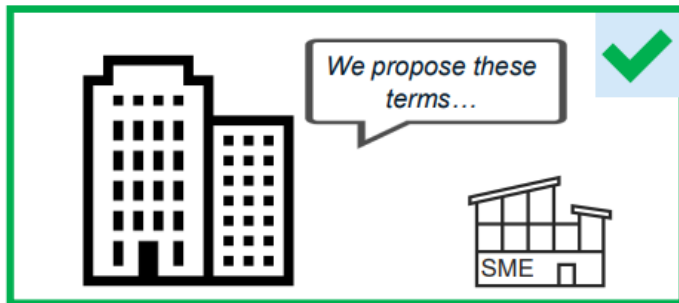
Data Act

Unfair contractual terms unilaterally imposed on enterprises are non-binding

From this...



...to an actual negotiation.



General provision on unfairness concerns clauses which grossly deviate from good commercial practice in data access and use and are contrary to good faith and fair dealing.

Listed clauses that are always/presumed unfair (examples):

- Exclude or limit liability of the imposing party
- Prevent from using contributed data or exploiting their value
- Unreasonably short termination conditions

Model contractual terms are developed and recommended by the Commission to assist parties in drafting contracts based on fair terms.



2) Can space data support the green transitions?

- * High-resolution data generated European Space Agency missions: can enable National Authorities (and farmers) to:
 1. picture soil properties, seasonal conditions and long-term changes.
 2. monitor the health and development of agricultural areas, and threats such as floods or drought.
 3. predicting crop yields, monitoring crop damage, assessing the risk of water scarcity,

Increasing availability of data and improved interoperability provide new avenues to the agricultural sector and a unique opportunity to improve monitoring, communication on their environmental and agronomic performance, and obtain a return from market.

Memorandum of Intent between ESA and Copa-Cogeca

MEMORANDUM OF INTENT

between

The European Space Agency

and

Copa-Cogeca

on

Supporting the Sustainable Transformation of Farmers and the Agri-food
Sectors through Digitalization and Space

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european farmers

european agri-cooperatives

eca
cooperatives



It is Strategy - Not technology – the Real Driver for Technological and Digital Transformation!

- *The objectives of the **EU Green Deal and F2F did not foresee the cumulative crises** that have hit us since their setting (Covid-19, Russia-Ukraine conflict and climate change).
- ***Food security**: strategic and very relevant, also in the EU
- *As with energy, in agriculture, it is possible to **strengthen our strategic autonomy** while continuing to make progress on sustainability.
- *All **impact assessments show an increasing European dependency** on imports from third countries, but also a clear food and sustainability risk for developing countries.



It is Strategy - Not technology – the Real Driver for Technological and Digital Transformation!

- *We **support the EU objectives** of making our Union healthier, improving its biodiversity, and producing more sustainably; but we **must also have the tools to continue producing** in a sustainable way and maintaining stable and **sufficient output**
- *EU Green Deal implementation cannot be at the **cost of a decrease of our production** and thus the **EU Institutions need to speed up** all the work providing EU agriculture with **tools allowing to achieve those objectives** while not reducing our production (e.g. NGTs, low risk substances, precision agriculture, digital tools, etc).
- *Smart farming can contribute to the transition to more sustainable agriculture taking in account the three pillars
- *Copa and Cogeca **stand ready to contribute to the legislative** debate with the aim ensure that **EU agriculture is sustainable, innovative and competitive**, guaranteeing food security to half a billion people throughout Europe



Thank you for your attention !

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