

CHALLENGES AND CHANCES

PETER PAREE,
PROGRAM LEADER AT ZLTO



ZLTO has received funding in 20 Horizon 2020 research and innovation programmes



ZLTO.NL

ZLTO

- South NL: 15.000 members at the core, 10.000
- NL: LTO: 50.000 members
- Lobby, Advice, Innovation; on:
 - ❖ Interactive regio processes
 - ❖ Sustainable supply chain
 - ❖ Data in supply chain
 - ❖ Energy & climate
 - ❖ Circularity & healthy soil
 - ❖ Earnings models
 - ❖ Resilient healthy production



BROAD VISION OF FARMER



COOPERATION WITH NIEDERSACHSEN

- Farmers stronger in market
- Farmers stronger in AKIS



- Structure in ICT management



- Newest innovation



- Environmental innovation



Grenzüberschreitende Integrierte Qualitätssicherung e.V.

european farmers

european agri-cooperatives

copa cogeca



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CHALLENGES

NH3



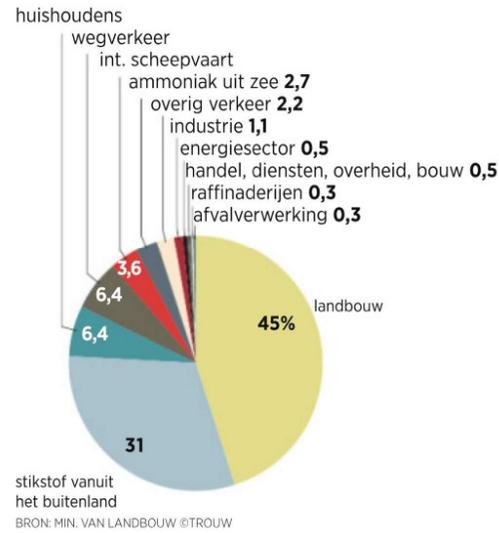
CHALLENGES

We are not alone

NH₃



Herkomst van stikstof, 2016



NO_x



CHALLENGES

- Market and productivity: grow to keep income
- Air and nature: N paralyses traffic and houses.
- Climate, water and soil:
 - climate smart farming
 - mitigation of risks,
 - organic matter (buffer) of the soil
- Health and animal welfare:
 - Anti Microbial Resistance

Farmers have solutions!

Entrepreneurial
power
&

financing
opportunities

Innovation, data
&
knowledge



CLIMATE



**FOOD SAFETY
& HEALTH**



**RURAL
DEVELOPMENT**

FARMERS HAVE SOLUTIONS

- Large scale high value production in small scale landscape:
 - specialisation and intense planning,
 - precision agri
- Connection to citizens ↔ consumers:
 - accountability, data management
- New types of husbandry:
 - clean air at the source: in the barn
 - affects also animal health:
 - precision husbandry

Transformation means getting ci
Some processes on EU level, for others on world level



Expectation: find *common ground*
on

- WHAT? (challenges as mentioned)
- HOW? (common approach)
- WHO? (initiative, support)

COOPERATION IS IN FARMERS NATURE

MULTI ACTOR APPROACH

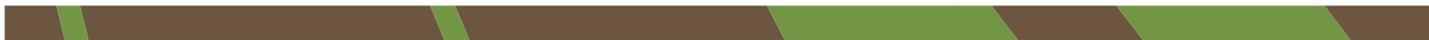
in H2020 projects:

Farmers, advisors, scientists, policy makers
bring together best of many worlds.

Projects are more innovative, faster, more solide
than projects of one of the multi actor groups.

FARMERS LEARN FROM FARMERS

Fastest way to convince farmers and their partners is an authentic story from colleague farmers



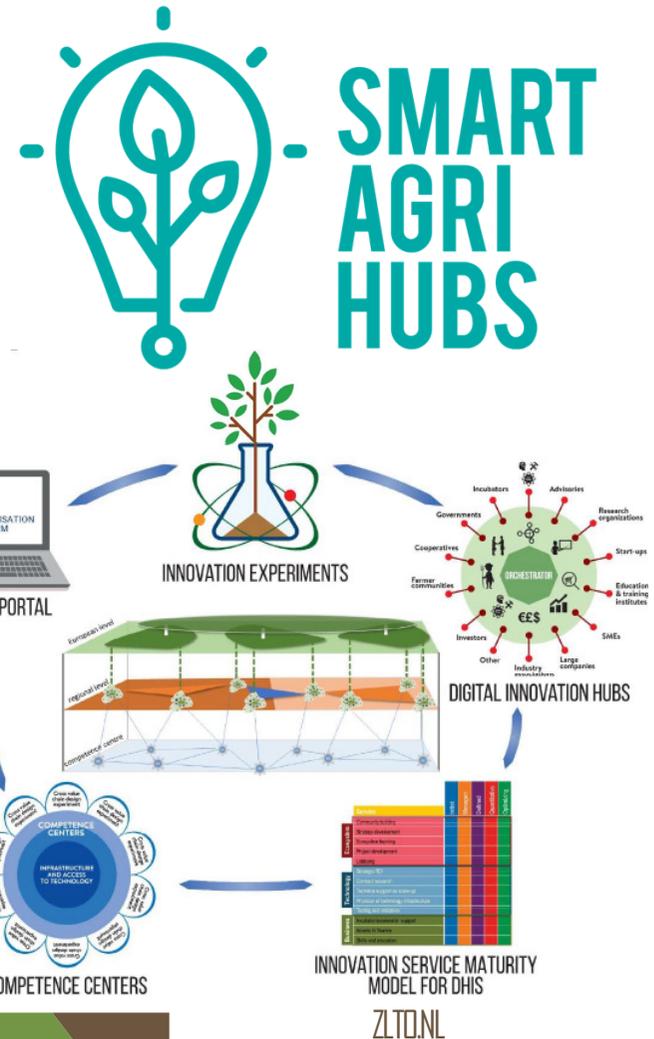
IMPACT: INNOVATE, MAKE IT TRANSFERRABLE, TELL, SHOW, EXPERIENCE,
DEMONSTRATE!



CHANCE ON SHORT TERM: SAH OPEN CALL SMART AGRI HUBS

- SmartAgriHubs improves maturity of innovation services of **Digital Innovation Hubs**
 - Boost technology and market readiness levels
 - Replication of digital innovations across Europe
 - Wide adoption by European farmers.
- By a lean **multi-actor approach** focusing on
 - user acceptability
 - stakeholder engagement and
 - sustainable business models.
- Synergy between SmartAgriHubs and **RIS3**
 - SmartAgriHubs & European regions: max return on investments
- Open Calls with a total budget of ±6 M€**
 - expand the network
 - DIHs support technological developments & emerging challenges

SmartAgriHubs: connecting the dots to ensure global leadership for Europe in the AgTech market.



Farmers have solutions!

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**FOOD SAFETY
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**RURAL
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