

Thematic Group on Valuing Farmers' Wider Contributions to Society

AGENDA 1st TG Meeting

26 February 2025

Avenue des Arts 9/bis,
1210 Brussels



Funded by
the European Union

Aims of the meeting:

- To jointly explore wider societal contributions of farmers as well as existing narratives about farming.
- To collect insights, experiences, good practice examples and innovative ideas on how the role of farmers could be better recognised.
- To share relevant examples and case studies from across the EU.
- To discuss the next steps of the Thematic Group (TG) (in-between meetings and second TG meeting).

Timing	Agenda item
8.30 – 09.00	Registration
9.00 – 9.15	Welcome & introduction to the TG
9.15 – 9.30	Getting to know TG members – Ice breaker activity
9.30 – 10.00	Overview of existing narratives about farming – Natasha Foote, Agri-food journalist Q&A
10.00 – 10.30	Framing wider contributions of farmers to society – Adriana Borsellino and Veronika Korcekova, EU CAP Network Q&A
10.30 – 11.00	Plenary discussion on how to tackle the mismatch between the existing narratives and the reality
11.00 – 11.30	Coffee Break
11.30 – 13.00	Parallel group discussion on how wider contributions of farmers can be better promoted



	<ol style="list-style-type: none"> 1. Education <ul style="list-style-type: none"> • Claudino Matos, Farmers' Association ACOS - Agricultores do Sul, Portugal: MUDA_TT+ Project • Els Verte, Farmers at a Crossroads, Belgium: Farm visits and rural classes 2. Farmers' self-promotion <ul style="list-style-type: none"> • Virve Hindstrom, Provincial Union of The Central Union of Agricultural Producers and Forest Owners, Finland: Farmers' Communication Guide • Thomas Weber, Austrian Chamber of Agriculture, Austria: Farmfluencer • Reve Lambur, Centre of Estonian Rural Research and Knowledge, Estonia: Farm Open Days 3. Communication and awareness raising campaigns among public <ul style="list-style-type: none"> • Niam Concannon, CAP Network Ireland: 'There's More to the Story...' campaign • Paul Daniels, Association of Agricultural Business Advisors, Netherlands: The Farmer's Tree 4. Awards and recognition programmes <ul style="list-style-type: none"> • Veronika Resch-O'hógáin, Federal Ministry of Agriculture, Forestry, Regions and Water Management, Austria: Ambassadors for Biodiversity • Cristina Rascón, EU CAP Network: Agricultural and Rural Inspiration Awards (ARIA) and EIP-AGRI Innovation Awards <p>Reporting back</p>
13.00 – 14.15	Lunch Break
14.15 – 14.30	Warm up activity
14.30 – 15.30	<p>Panel discussion - What different stakeholders can do to improve the recognition of farmers? How to raise awareness about the multiple roles of farmers in society?</p> <ul style="list-style-type: none"> • Moderator: Natasha Foote, Agri-food journalist • Yanne Boloh, European Network of Agricultural Journalists (ENAJ), France



	<ul style="list-style-type: none"> • Janel Jan-Marcus Lohvart, MTÜ Eesti Noortalunikud - Estonian young farmers' organisation, Estonia • Filipe Ribeiro, Vagos Professional School of Agriculture and Rural Development, Portugal • Szabolcs Zoldreti, DG AGRI-External Communication and Promotion Policy Unit
15.30 – 16.00	Interactive plenary discussion
16.00 – 16.30	Feedback & Next Steps

