

Welcome & Introduction

Veronika Korčeková, EU CAP Network

1st TG Meeting, 26 February 2025

#ValuingFarmers



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Objectives 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 TG** (in-between meetings and second TG meeting).



Strategic Dialogue on the Future of EU Agriculture

Supporting future generations of farmers:

- by creating public visibility for the farming profession
- by repositioning farming as an attractive and rewarding career choice through education

Source: https://commission.europa.eu/topics/agriculture-and-rural-development/strategic-dialogue-future-eu-agriculture_en



Strategic Dialogue on the future of EU agriculture

Vision for Agriculture and Food

‘....it is essential for the EU to recognize the **vital role farmers play in our lives and livelihoods**, reignite the competitiveness and reinforce the **attractiveness of this profession** so it can thrive, innovate and **provide its many benefits to our society** - today, tomorrow and in 2040.’



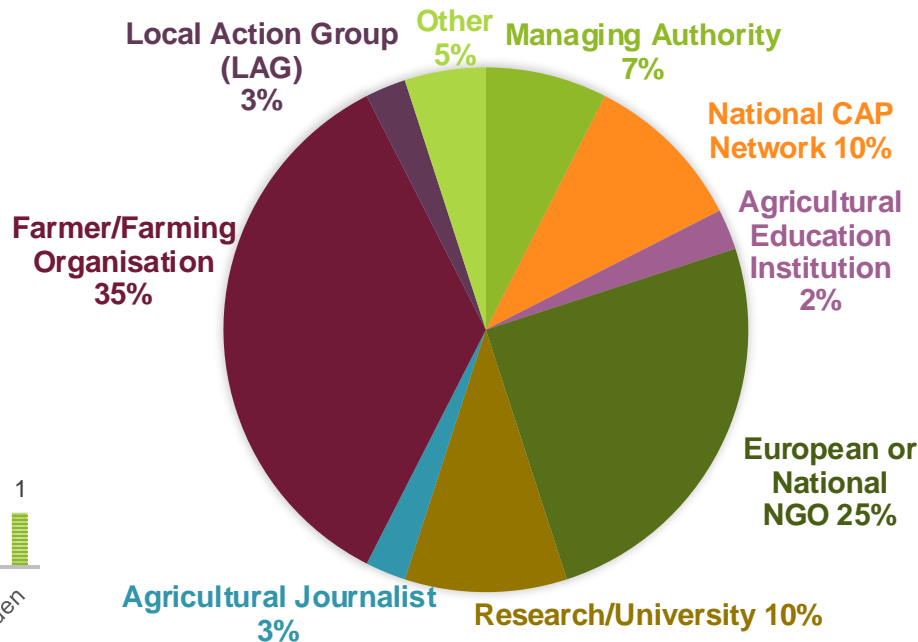
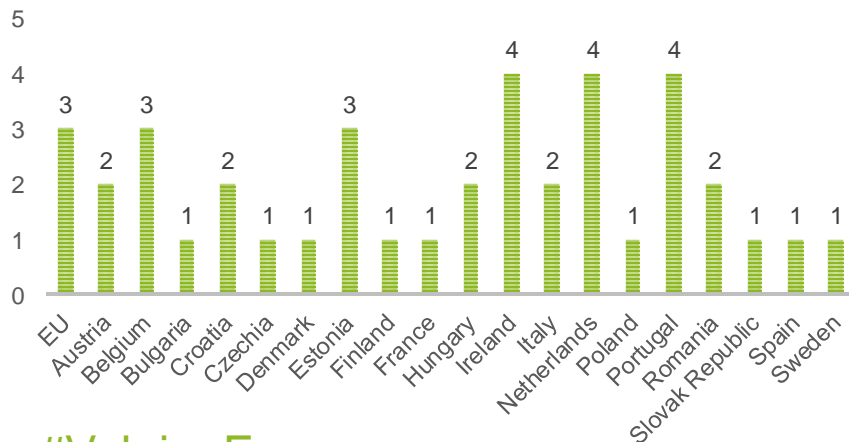
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Source: https://agriculture.ec.europa.eu/vision-agriculture-food_en



TG composition

- ▶ 40 TG members
- ▶ Variety of stakeholders
- ▶ 19 countries + EU
- ▶ Gender balance



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Agenda - morning

Timing	Agenda item
9.00 – 9.15	Welcome & introduction
9.15 – 9.30	Ice-breaker
9.30 – 10.00	Overview of existing narratives about farming
10.00 – 10.30	Framing wider contributions of farmers to society
10.30 – 11.00	Plenary discussion on how to tackle the mismatch between the existing narratives and the reality
11.00 – 11.30	<i>Coffee break</i>
11.30 – 13.00	Interactive session on how wider contributions of farmers can be better promoted
13.00 – 14.30	<i>Lunch break</i>



Agenda - afternoon

Timing	Agenda item
14.15 – 14.30	Warm-up activity
14.30 – 15.30	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?
15.30 – 16.00	Interactive plenary discussion
16.00 – 16.30	Feedback and next steps





BINGO

SOMEONE WHO HAS BEEN SKYDIVING	SOMEONE WHO CAN TOUCH THEIR NOSE WITH THEIR TONGUE	SOMEONE WHO HAS A SIBLING	SOMEONE WHO HAS COLOURED THEIR HAIR
SOMEONE WHO LOVES TO DANCE	SOMEONE WHO HAS SLEPT UNDER THE STARS	SOMEONE WHO HAS THE SAME ZODIAC SIGN AS YOU	SOMEONE WHO IS WEARING EYEGLASSES
SOMEONE WHO HAS BEEN ON TV	SOMEONE WHO LIKES PINEAPPLE ON PIZZA	SOMEONE WHO PLAYS A MUSICAL INSTRUMENT	SOMEONE WHO HAS MET A CELEBRITY

Human bingo

- › The goal is to get a signature from each person you speak to, but you can only get one signature per person.
- › Find someone who matches a specific trait and ask them to sign under it.
- › The first person to get a **horizontal** and a **vertical line** yells "Bingo!" the game pauses, and we gather in the centre.
- › The person who calls "Bingo" introduces those who signed their sheet.

