

# Thematic Group on Valuing Farmers' Wider Contributions to Society

## **AGENDA 2nd TG Meeting**

06 May 2025

Avenue des Arts 9/bis,  
1210 Brussels



Funded by  
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## Aims of the second TG meeting:

- To review outcomes of the TG work undertaken since 1<sup>st</sup> TG meeting.
- To jointly explore what can help to improve the public perception of farming and how the Common Agricultural Policy (CAP) could contribute to better recognition of farming.
- To discuss methods contributing to valuing farmers' wider contributions, including storytelling practices and relevant policies supporting farmer's promotion.
- To develop actionable proposals on efficient communication about farming, resulting in improved attractiveness of farming profession.

Timing	Agenda item
8.30 – 09.00	<b>Registration</b>
9.00 – 9.10	<b>Welcome &amp; introduction</b> to the Thematic Group
9.10 – 9.25	<b>Warm-up activity</b>
9.25 – 9.50	<b>Reporting key messages from the informal TG exchanges</b> <ul style="list-style-type: none"> <li>• Vitor Rodrigues, member of the directive board and director of the international department, The National Confederation of Agriculture, Portugal - 1st informal TG meeting on 'Strengthening the connections with the society'.</li> <li>• Sebastian Perel, senior policy advisor, CEJA - 2nd informal TG meeting on 'Rebranding farming as an attractive career choice for young generations'</li> </ul> <b>Q&amp;A</b>
9.50 – 11.00	<b>Inspirations for an improved image and attractiveness of farming</b> <ul style="list-style-type: none"> <li>• Howard Koster, farmer, de Biesterhof farm, Netherlands</li> </ul>



	<ul style="list-style-type: none"> <li>• Paul Daniel, secretary general and project manager, Association of Rural and Farm Advisors - Vereniging van Agrarische Bedrijfsadviseurs (VAB), Netherlands</li> <li>• Peter Dewitte, communication expert, Flemish National CAP Network, Belgium</li> <li>• Hannelore Akkermans, expert on storytelling, Hannestories, Belgium</li> </ul> <p><b>Q&amp;A</b></p>
11.00 – 11.30	<i>Coffee Break</i>
11.30 – 13.00	<p><b>Interactive session on how to communicate about farming</b></p> <p>Development of proposals</p>
13.00 – 14.00	<i>Lunch Break</i>
14.00 – 16.00	<p><b>Interactive session on how to communicate about farming</b></p> <p>Development of proposals (continuation) and competition for the best proposal</p>
16.00 – 16.30	<p><b>Conclusions – summary and next steps</b></p> <p>Main take-aways of the Thematic Group</p>

