



2nd TG meeting Welcome & Introduction

Veronika Korčeková, EU CAP Network

1st TG Meeting, 26 February 2025

#ValuingFarmers



Funded by
the European Union



What the TG did so far



1st TG meeting

Brussels, 26 February 2025

- Discussing narratives about farming
- Exploring how wider contributions of farmers can be better promoted
- Sharing relevant examples and case studies from across the EU.

Check the Highlights report and presentations from the first meeting [here!](#)



#ValuingFarmers



What the TG did so far



Two informal online TG meetings:

- 1st informal meeting on '**Strengthening the connections of farmers with the society**', 26 March, 26 participants
- 2nd informal meeting on '**Rebranding farming as an attractive career choice**', 24 April, 33 participants



Collection of good practice examples



Context paper





Objectives of the 2nd TG meeting

- To **review outcomes of the TG work undertaken** since 1st 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.

#ValuingFarmers





Elena Schubert

European Commission, DG AGRI

#ValuingFarmers





Agenda

Timing	Agenda item
9.00 – 9.10	Welcome & introduction
9.10 – 9.25	Warm-up activity
9.25 – 09.50	Reporting key messages from the informal TG exchanges
09.50 – 11.00	Inspirations for an improved image and attractiveness of farming
11.00 – 11.30	<i>Coffee break</i>
11.30 – 13.00	Interactive session on how to communicate about farming
13.00 – 14.00	<i>Lunch break</i>
14.00 – 15.30	Interactive session on how to communicate about farming - continuation
15.30 – 16.00	Competition for the best proposal
16.00 – 16.30	Conclusions – summary and next steps

