



Farmer Marketing – Opportunities and Challenges

Joint Conference and Workshop

7th – 9th July 2008, Budapest, Hungary

Background

Rapid globalisation, market liberalisation, and urbanisation have created new opportunities for trade of agricultural and food products; however, they have also created challenges and increased risks. Farmers in the EU face many challenges in order to survive in a changing competitive and demanding market place. No longer can agricultural businesses depend on a guaranteed market from support previously provided under the Common Agricultural Policy. Additionally they must meet new EU regulations and increasing consumer demands for healthy, safe, and environmentally sound food products. In this environment, agri-marketing plays a key role in the survival and success of agriculture and food businesses.

The current orientation of the whole agribusiness and agro-industry sector in Eastern and South European countries is highly driven by the need to comply with the European Union regulations in order to access more diversified markets. The proximity to developed countries and direct neighbouring with EU with high demand for diversified and high quality food is an opportunity for expansion of exports and increased foreign investments in agri-food sector. To be able to exploit these opportunities, farmers and rural entrepreneurs need not only conducive policies and enabling environments, but also the knowledge and training in contemporary marketing approaches and skills.

The Agri-Marketing Project, funded by the EU Leonardo da Vinci Programme, has been designed to help farmers and agro-processors meet these new challenges by improving vocational training in this field. The Project has identified those elements of agri-marketing that are the main driving force behind successful business development in the agriculture and food sectors across Europe, and has developed training material using case studies that best illustrate this in practice. The Conference is organised at the end of this two-year Project, in partnership with FAO Regional Office for Europe and Central Asia, providing an opportunity for the Project to share its findings with a wider audience.

The objective of the Conference and the Workshop is to present and discuss the current market challenges and opportunities for farmers in Europe, covering market diversification, effective techniques for branding and promotion, establishment of market linkages as well as marketing issues related to the environment. Participants will have the opportunity to hear presentations from key speakers from across Europe as well as to develop ideas and actions for further development, particularly related to the potential for improved vocational training in contemporary marketing approaches and skills development.

Partners of the Agri-marketing Project are: the Scottish Agricultural College, UK; Harvest Commodities Ltd, Greece; The American Farm School, Greece; Pescares, Italy; Ankara University, Turkey; Institute of Agriculture and Food Information, Czech Republic, and; Institute of Environment and Landscape Management, Szent Istvan University, Hungary

The Conference will be followed by a two-day workshop on 'Helping farmers respond to changing markets in South-East Europe' for selected invitees.



Preliminary Programme: - July 6th 2008

Arrivals

19.00 Welcome dinner

Conference Programme: - July 7th 2008

08.30 Registration and coffee

09.00 Opening of the Conference: Ms Maria Kadlecikova, FAO Regional Representative for Europe and Central Asia

09.15 Introduction: Mr Paul Kirby, Scottish Agricultural College, Promoter of Agri-Marketing Project, EU Leonardo da Vinci Programme

Plenary Session I

09.30 Market Challenges for Farmers in Europe: Key Note Speaker, Mr Daniele Bianchi, Member of the Cabinet of European Commissioner for Agriculture and Rural Development

10.00 Opportunities for Market Diversification: Examples of Real Business Success: Presentation by Mr Cedric Porter, Editor of Farm Business, UK & Director of Supply Intelligence Ltd

10.30 *Coffee Break*

11.00 Market Response to Effective Branding and Promotion in the Food Sector: Presentation by Mr Campbell Laird, Member of the Scottish Food and Drink Industry Strategy Group & Director of Three Brand Design Ltd

11.30 Agri-Marketing and the Environment – Potential Benefits for Producers: Presentation by Dr Laszlo Podmaniczky, Institute of Environmental and Landscape Management, Szent Istvan University

12.00 New Market Opportunities for the Agriculture and Food Sector (Health, Convenience, and Provenance): Mr David Lamb, Food Marketing, Scottish Agricultural College

13.00 – *Lunch*

Break Out Sessions

14.00 Discussions in Working Groups facilitated by Agri-marketing project partners
Meeting the Challenges - Exploiting the Opportunities: What should be done and by whom? (producers / policy-makers / trainers and training institutions)

15.30 *Coffee Break*

Plenary Session II

16.00 Group Presentations and Discussion

17.00 Conclusions of the Conference



Helping Farmers to Respond to Changing Markets in South-East Europe

Workshop Programme

Programme - July 8th 2008

- 09.00 Introduction to the workshop programme and participants: Mr Stjepan Tanic, FAO
- 09.30 Country presentations on farmer response to challenges of changing food supply chains in South-eastern European countries
- 10.30 *Coffee Break*
- 11.00 Country presentations on farmer response to challenges of changing food supply chains in South-eastern European countries – continued
- 12.00 Identification of key themes and issues related to farmers' ability to foster their position in the food supply chains – brainstorming session
- 13.00 – *Lunch*
- 14.00 Summary of brainstorming session and identification of cross-cutting themes and issues
- 14.30 Introduction to the breakout sessions and formation of working groups

Break Out Sessions

- 14.45 Discussions in the working groups facilitated by Agri-marketing project team members and FAO staff
- Based on the outcomes of the brainstorming session two working groups will be formed. The groups will discuss challenges, constraints, opportunities, best practices and approaches to improved market access and position in the food value chain.*
- 17.0 Preparation of reports by working groups

Programme – July 9th, 2008

- 09.00 Summary and synthesis of group work – reports by the working groups followed by discussion
- 10.30 *Coffee Break*
- 11.00 Identification of priority actions and needs for technical assistance and support programmes needed to improve farmer marketing in participating countries.
- 12.00 Summary, conclusions and recommendations of the workshop
- 13.00 – *Lunch and departures*



Further Information

Mr Stjepan Tanic
Agribusiness and Enterprise Development Officer
FAO Regional Office for Europe and Central Asia
Benczur utca 34
1068 Budapest
Hungary

Email: Stjepan.tanic@fao.org

Participants

Participants will be invited from a wide range of EU member states and other European countries representing international organizations, government bodies, universities and vocational training institutions; private consultancy firms and representatives of the agriculture and food sector.

Conference venue

Hotel Benczur, 1068 Budapest, Benczúr utca 35, Budapest

Hotel accommodation

Hotel Benczur: Tel. +36 1 479 5650; info@hotelbenczur.hu ; (address as noted above).

Directions

Available on the hotel website www.hotelbenczur.hu

A map of hotel location can be found at <http://www.1hungary.com/map/I310219>

Language

The language of the Conference and Workshop will be English.

