



« Meeting the Food & Environmental Challenge »
Tuesday, 2nd of October 2012, 10.00-17.00,
CSIC, C/ Serrano 117, Madrid

Madam, Sir

The European Landowners' Organization and Syngenta are pleased to invite you to the **regional conference of the 5th Forum for the Future of Agriculture (FFA)** which will be held in **Madrid** on the **2nd of October 2012**. This event follows the conference which was held last March in Brussels (www.forumforagriculture.com). We would like to continue that debate in Madrid, examining the legislative proposal presented by the European Commission on the Common Agriculture Policy reform.

Conscious of the global challenge of having to produce more and better in order to feed mankind, and of the necessity to ensure a sustainable production, we would like to discuss the necessary tools for farmers and land managers to face these challenges. Amongst such tools that will likely be discussed are, adapted financing measures for greater investments in agriculture, improving the access for farmers to research and innovation or better water access and usage.

It will also be the opportunity to tackle food offer and demand from the perspective of the new UE- Morocco Free Trade Agreement which will vitally influence agriculture in Southern Europe.

The agriculture sector is further complicated by price volatility. We would like to follow up the discussion which have taken place in the European Parliament, especially concerning the new EU budget framework for 2014-2020.

With the objective of improving the food and environmental security, both at the international and local level, our speakers : **Franz FISCHLER**, former Commissioner for Agriculture, President of the RISE foundation; **Miguel Arias CANETE**, Minister of Agriculture, Food and Environment; **José Manuel SILVA**, Director General DG Agriculture and Rural Development, European Commission; **Allan BUCKWELL**, Advisor to the ELO Board on CAP Reform or **Isabel Garcia TEJERINA**, MAGRAMA will focus their attention on three main axes :

- I. Global vision for agriculture and environmental issues (food challenge, energy challenge, climate change....)*
- II. **European vision:** A new direction for Europe (CAP reform and environmental requirements)*
- III. **National vision:** The role of technology as a link 'on field' competitiveness and consumer expectations with environmental protection*

We hope that you will join us and participate actively to this discussion which is of great importance to us all. If you wish to **register** use the link <http://de.amiando.com/CRNTGLJ.html> or obtain additional information please contact us through the following email address: spain@elo.org

Sincerely yours,
The FFA team



www.syngenta.com

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