

Ulrich Adam

Mainstreaming Precision Agriculture and digital farming in Europe: what policies are needed to boost further innovation & uptake?

Precision agriculture has been an evolving reality for some time. More recently, Information Technology (IT) has reached a point where it is not only possible to collect vast quantities of data, but also to use quite inexpensive, small processors to make use of this information to control different pieces of equipment or monitor individual animals, promising considerable productivity gains and environmental benefits in farming operations. While nearly all farmers are interested in the new possibilities opening up for them, uptake of these technologies is still comparatively low. In Germany, for instance, it is estimated that only about 20% of farmers are currently using advanced precision agriculture and digital systems. Looking at the expected benefits as well as the structural barriers that appear to exist, the presentation will explore what public policies are needed to boost further innovation & uptake of Precision Agriculture and digital farming in Europe.

Bio

Ulrich Adam has been the Secretary General of the European agricultural machinery industry association CEMA (www.cema-agri.org) since 2013. Previously, he worked for 9 years in the Brussels office of international consultancy firm Hill+Knowlton Strategies, advising a wide range of companies and associations on EU legislation, with a particular focus on EU policies in the areas of food, health and agriculture. Ulrich holds a PhD and MPhil degree in History and Social and Political Sciences from Cambridge University (UK).