

eip-agri  
AGRICULTURE & INNOVATION

# Digitizing rural economies

## Digital opportunities for primary production

Thursday 12 October



#EIPAgri

#AISLisbon2017

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## Digitizing rural economies

# Digital opportunities for primary production



Thursday 12 October

Digitizing rural  
economies

- 11:00 Opening words  
**Quico Onega, EIP-AGRI Service Point**
- 11:05 – 11:10 Introducing the session  
**Ana Cuadrado, DG AGRI, European Commission**
- 11:10 – 11:15 Digital Extension Tools – An Irish context**  
**Mark Gibson, Teagasc, Ireland**
- 11:15 – 11:20 Aqua C+: Development of an internet-based data platform for improvement of the water use efficiency in orchards  
**Andreas Jende, Aqua C+, Germany**
- 11:20 – 11:25 Introduction to the interactive session  
**Quico Onega, EIP-AGRI Service Point**
- 11:25 – 12:00 Interactive session  
**Question 1:** What is your experience with (policy) support to digitisation of primary production?  
**Question 2:** How can policy help you with what you want to do next?
- 12:00 – 12:30 Harvesting
- 12:30 End of the session
- 12:30 – 14:00 Networking lunch



Mark Gibson  
Teagasc, Ireland

## Digital opportunities for primary production

Ireland 1916



HARVEST TIME. MALIN HEAD, Co. DONEGAL. 9718. W.L.

1916  
Malin Head  
Donegal  
W.L.

Ireland 2017



- Between now and 2035 large-scale adoption of automation based on sensor-rich, data-intensive systems using:
  - nanotechnologies connected via the IoT (internet of things) and the IoFT (internet of farm things),
  - autonomous vehicles and drones,
  - tractor-based sensing
  - micro-satellite deployments
  - Robotic systems for the handling of delicate produce

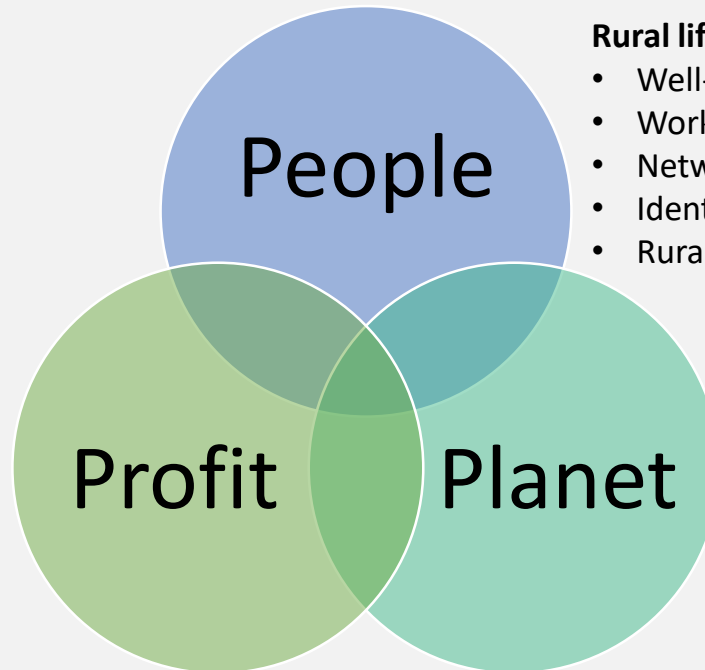


# The Sustainability Challenge

How to  
produce  
more  
with less!

## Making a Profit

- Making farming an attractive career
- Sustaining farm businesses
- Sustaining rural communities
- Value chain



## Rural life

- Well-being
- Work/life Balance
- Networks/connections
- Identity/Culture
- Rural Infrastructure

## Producing more with less

- Water Footprint
- Green House Gas Emissions
- Energy Usage
- Biodiversity
- Food Safety



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All documents and presentations  
from the EIP-AGRI breakout sessions  
will be available at [www.eip-agri.eu](http://www.eip-agri.eu)