



« Meeting the Food & Environmental Challenge »
13th of September, 10.00-15.00,
Castle Karlova Koruna,
Chlumec nad Cidlinou, Czech Republic

Dear Madam, Sir

The **European Landowners' Organization** and **Syngenta**, in association with the **Association of Czech Land owners** are pleased to invite you to the **regional conference of the 5th Forum for the Future of Agriculture (FFA)** which will be held in **Chlumec nad Cidlinou** (Czech Republic) on the **13th of September 2012**. This event aims to continue and enrich the debate which was started during the conference which was held last March in Brussels (for more information please visit www.forumforagriculture.com).

The topics of discussion are: the proposal for the CAP post-2013 and its role in providing stability for farmers, measures proposed in the second Pillar to increase the production of environmental services by farmers, practical measures with which farmers can comply with the future greening requirements.

This conference will also be an opportunity for the Czech Republic to raise the attention on what it is already doing to improve the habitats for biodiversity in the farmed landscape. The second and third panels will in fact focus on the issue of increasing the levels of biodiversity in the fields, without compromising farm productivity. The discussion will involve policy makers, scientists, land owners and the industry in order to come up with concrete and innovative solutions. Case studies from the Czech Republic and other EU countries will be presented and a field visit will take place after lunch in order for participants to see for themselves how greening the CAP can be done locally and practically.

Therefore we have invited a variety of high-level speakers from different sectors, including representatives of European Commission, members of the Czech Ministry of Agriculture and Environment, landowners and representatives from green NGOs. Simultaneous translation will be provided in Czech and English.

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** please go to the link <http://www.amiando.com/DNFZEOD> or obtain additional information please contact us through the following email address: rural2@elo.org or mobile phone: 00420-722764703:

The conference program will be followed by an afternoon field trip to visit the field margins and forest grounds managed by the family company Kinsky dal Borgo as. More information can be found at the end of this agenda but participants should be prepared to cover their own accommodation expenses.

Sincerely yours,

The FFA team



www.syngenta.com



www.forumforagriculture.com



www.elo.org



THE FORUM FOR THE FUTURE OF AGRICULTURE

www.forumforagriculture.com

What is the Forum and why?

As mentioned in the invitation letter, this event is part of a series of conferences taking place in various European Member States which aim to continue the discussion started during this year's fifth edition of the FFA, which was held in Brussels on the 27th of March 2012. This conference registered over 1400 stakeholders involved in agricultural and environmental matters and has been described as the second most significant specialised European conference by the European media.

The Forum for the Future of Agriculture (FFA) is an annual event which has been taking place every year in Brussels since 2008. It is organized by the European Landowner's Organisation with the support of Syngenta, and aims at addressing several key issues such as: rapidly rising food prices, increased demand, poor harvests and environmental degradation in the farmed landscape. It aims to bring together policy-makers, scientists, entrepreneurs, farmers and other stakeholders interested in agriculture to deal with the challenges facing the sector, as well as possible responses (for more information please visit the website www.forumforagriculture.com).

The success of these forums comes from their giving equal weight to world environmental and food security. Earlier this year, the FFA 2012 focused on how to reach sustainable intensification in the farming sector and the role of the Common Agricultural Policy in meeting the future food and environmental challenges.

Leading participants in past events include Professor Paul KRUGMAN, Nobel Prize Winning Economist, Jagdish BHAGWATI, International Trade Economist and Lester BROWN, Founder of Earth Policy Institute. Such is the importance of this event among agriculture and environment stakeholders that the conference has seen repeated appearances from Janez POTOČNIK, the EU Environment Commissioner, Dacian CIOLOS, the EU Agriculture and Rural Development Commissioner and Paolo DE CASTRO Chair of the European Parliament's Agriculture Committee who again participated in the 2012 edition.

The FFA is a high-level event which is getting more and more importance every year. Our aim is to involve all Member States in the process of discussions regarding the evolution of agriculture and the environment in Europe.

If you feel this could be of interest and you would like to catch the opportunity of give visibility to your ideas by sharing them with a large audience, **please contact Francesco KINSKY DAL BORGIO for further information.**

Email: rural2@elo.org

Mobile phone: 00420-722764703

Kind regards,

The FFA Team