

AgriTech 2030

CEMA's Plan for Europe's Agricultural Machinery Industry



AgriTech 2030 concerns the future of Europe's agricultural machinery industry in the run up to 2030. It is consistent with CEMA's stated vision to *"Provide technological leadership for innovative mechanized solutions for European farmers in the task to grow food, feed and agricultural raw materials affordably and sustainably competing in a global market"*.

AgriTech 2030 recognizes that:

- Advanced technology solutions are critical for the future success, sustainability & competitiveness of EU farmers and the optimization of farm management.
- Europe has the industrial leadership in this sector, being the **world's largest producer of farm equipment** and the acknowledged global leader in innovation.
- The economic footprint of the industry is highly significant, being the largest agricultural input industry and representing more than 250,000 jobs – most of them in scarcely populated rural areas.

AgriTech 2030 is designed to serve as a blueprint to develop a forward-looking EU policy agenda to stimulate innovation, jobs, safety standards and growth in farming and in the agricultural machinery industry and help to adapt to challenges such as structural change in agriculture, digitization, and globalization.

AgriTech 2030 focuses on three key areas of work:

1. Maximizing the industry's contribution to highly productive, competitive, sustainable farming methods with high safety standards
2. Bringing European farming to the forefront of Digital and Precision Agriculture
3. Strengthening Europe's industrial & technological leadership in advanced farm equipment

To reach these objectives and implement AgriTech 2030, CEMA will work closely with farmers, agricultural contractors, the EU Institutions and other partner organisations.

Areas of work

1. Maximizing the Industry's Contribution to Highly Productive, Competitive, Sustainable Farming Methods with High Safety Standards

In the run-up to 2030, agriculture faces a formidable challenge: to produce more food, feed, fibre and fuel for a growing world-population from fewer resources in a sustainable manner at affordable prices. Advanced farm machinery and digital technology will play a central role to meet this challenge.

In light of this:

- The EU must recognize the intrinsic link between the farm machinery industry & agriculture in all relevant policies and strategies.
- An ambitious, coherent, forward-looking EU regulatory agenda for the farm machinery industry

is critical. EU industrial, digital, environmental and agricultural policies must be aligned to provide a coherent supportive framework.

- EU legislation must focus on actions appropriate to the machinery usage and operation, rather than the "copy-paste" from the automobile sector which has added significant costs in recent years for little or no added value.
- The EU should put a greater focus on self-regulatory mechanisms, including self-testing (to avoid burdensome authorisation procedures that are too complex and too costly for small product series and for the many SMEs active in the industry).



CEMA

European
Agricultural
Machinery
Association



2. Bringing European Farming to the Forefront of Digital & Precision Agriculture

Precision Farming and Digital Agriculture are revolutions in the making and drive productivity, waste reduction and pro-active environmental protection. Their impact on the ground can be substantial, through savings on inputs such as water, fertilizers, pesticides and diesel, reducing farm-related CO₂ emissions, and optimising yields and quality in agricultural production. Benefits are definable from all types of farm, from large to small.

Uptake of these technologies is currently dramatically lagging behind the pace of digital technology uptake in other sectors, due to agricultural product margin constraints and associated investment capability.

Until 2030, CEMA sees a strong role for EU and national policy-making to mainstream Precision Farming and ensure a speedy digital transformation in European agriculture by:

- Providing via CAP after 2020 direct support measures for the investment in green digital and precision technology.
- Making available use-related EU research funding (such as large-scale pilots and digital testbed projects like IoF2020) in order to pave the way for a successful and rapid uptake of digital technology in farming.
- Strengthening investment in rural broadband across the entire EU to establish a robust digital infrastructure for this farming revolution.

3. Strengthening Europe's Industrial and Technological Leadership in Advanced Farm Equipment

World-class innovation is at the heart of Europe's agricultural machinery industry and the global competitiveness of European agriculture. Future EU policies must encourage this industry's global leadership in production and innovation, rather than obstruct it with inappropriate over-regulation, as has been evident in recent years, by:

- Providing EU research funding in the most promising technology areas, notably automation, robotization, and digital connectivity.
- Supporting machine developments which promote process-efficiency, CO₂ reductions in agriculture and high standards of safety, including the industry's pledge to cut on-road fatalities with farm machines in Europe by 50% by 2035.
- Promoting export of high-quality, high-technology, environmentally respectful European farm vehicles to increase share of third markets with high growth potential.

To find out more, visit: www.cema-agri.org

