



Die Medienkompetenz
für Land und Natur

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Phil Hogan
European Commission
Rue de la Loi / Wetstraat 200
1049 1049 Brussels
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Munich, April 20th, 2016

Dear Commissioner Hogan,

in a time when prices are low and many farmers have doubts about their future, we believe it is necessary to point out the farmers accomplishments. Two years ago we launched the CeresAward – Farmer of the year to expose that everyday, farmers do their job with responsibility and innovation. This year we are organizing the competition for the third time. Especially in the present situation of agriculture, we believe that the CeresAward is able to help emphasize how important the farmers work is after all, to motivate them and to give and convey an optimistic perspective of the industry.

We would therefore be very pleased if you attend the presentation of the CeresAward 2016. It takes place on October 18th at the Kosmos Palais in Berlin (Karl-Marx-Allee 131a, 10243 Berlin). Door opening will be at 7.00 pm.

Furthermore, we would be very happy if you would enrich the gala event with a greeting which could emphasize the importance of agriculture for the EU.

The CeresAward – Farmer of the year has been established by the dlz agrarmagazin, one of the most popular monthly magazines on agriculture in german speaking countries.

More than 320 guests from across the whole agribusiness attended the awarding ceremony last October. In addition to numerous members of the German Bundestag and farmers, we welcomed many well-known representatives of associations and companies. The prize is awarded in several categories, which represent the range of current agriculture. Applications are open to farmers from the entire German-speaking countries. The CeresAward is under the patronage of the President of the German Farmer's Association DBV, [REDACTED]. It is also continuously supported by recognized professional organizations of agriculture. More information about the prize and the winners and finalists in 2014 and 2015 can be found at the following page: www.ceresaward.de

We're looking forward to your response and to welcome you to the award ceremony in october.

If you need any additional assistance, please contact [REDACTED] (assistant to [REDACTED]),
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Respectfully yours

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