

## **Deutscher Landwirtschaftsverlag GmbH**

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Phil Hogan European Commission Rue de la Loi / Wetstraat 200 1049 1049 Brussels Belgium

Munich, April 20th, 2016

Dear Commissioner Hogan,

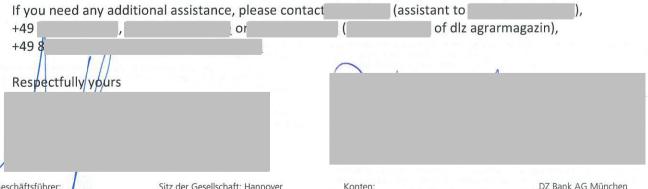
in a time when prices are low and many farmers have doubts about their future, we believe it is necessary to point out the farmers accomplishments. Two years ago we launched the CeresAward – Farmer of the year to expose that everyday, farmers do their job with responsibility and innovation. This year 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 magazins on agriculture in german speaking countries.

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



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