



EUROPEAN COMMISSION
DIRECTORATE-GENERAL FOR AGRICULTURE AND RURAL DEVELOPMENT

The Director-General

Brussels, 14 JUIN 2010
D(2010) 351525

Mr. [REDACTED]
[REDACTED]

Subject: Invitation as speaker to the summing up conference of the CAP post-2013 public debate
Brussels, Charlemagne building, 19-20 July, 2010

Dear Mr. [REDACTED],

On 12th April Commissioner Ciolos launched an extensive debate across the EU to seek views of both stakeholders and society at large on the future of the Common Agricultural Policy, its objectives, principles and contribution to the 'Europe 2020' strategy to inform the preparatory work for the decision-making process.

It gives me great pleasure to invite you to contribute to the Conference that will sum-up the CAP post-2013 public debate to be held in Brussels, in the Charlemagne building, 170 rue de la Loi, 1049 Brussels, Belgium, on Monday and Tuesday, 19-20 July, 2010.

Some of the key points to address for the future are how the CAP can be adapted to better meet the challenges on food security, growth and jobs, respond to market trends, and respond to the expectations of society concerning public goods, the environment and climate change. The aim of the conference is to bring together the varied elements of contributions presented during the debate period and to provide the opportunity for further discussion around the following broad themes:

- Why do we need a European common agricultural policy?
- What do citizens expect from agriculture?
- Why reform the CAP?
- What tools do we need for the CAP of tomorrow?

The conference will also be an important step in the Commission's preparation for a Communication to be issued later in the year that will prepare the ground for proposals for the CAP post 2013. For further information please see the enclosed preliminary programme and the website: http://ec.europa.eu/agriculture/cap-post-2013/conference/index_en.htm.

You already have been contacted by my services to set up your role as speaker for the Workshop on "Future of rural society ", on 19/7/2010 p.m. and I thank you for having accepted. In addition, I am sure your active participation in the all discussions and debates during the conference will be much appreciated and of significant value to the event.

In order to prepare the conference and to coordinate your participation with the other speakers, rapporteurs, chairpersons and moderators and to get to know each other, I kindly invite you to participate in a **preparatory meeting** to be held in DG AGRI premises (102 rue de la Loi, Brussels) on **Wednesday, 7 July from 10:30 to 16:30**.

We would like also to invite you to a **speakers' dinner for the evening of 18/7/2010**.

Our conference organisers, AIM Congress, will contact you with regard to your registration details and travel and accommodation which they will arrange for you and which will be covered by the Commission. Please do not undertake any hotel or flight reservation on your own.

If you have any problem concerning your attendance to the preparatory meeting, the dinner on 18/7/2010 or the conference, or for any question on the content of the conference, please contact [redacted] ([redacted]; phone: +32 229 [redacted] **and** [redacted] ([redacted]; phone: +32 229 [redacted] For questions concerning your travel and accommodation, please contact AIM Congress (cap_post2013@aimgroup.eu; phone +39 06 330 53.334).

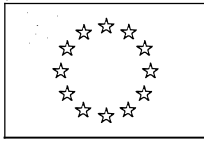
I look forward to welcoming you in Brussels.

Yours sincerely,



Jean-Luc DEMARTY
Director-General

Enc. Preliminary Programme



EUROPEAN COMMISSION
DIRECTORATE GENERAL FOR AGRICULTURE AND RURAL DEVELOPMENT

The Director-General

Brussels, 14 JUN 2010
D(2010) 351525

Mr. [REDACTED]
e-mail: [REDACTED]

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the CAP post-2013 public debate
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Dear [REDACTED],

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I look forward to welcoming you in Brussels.

Yours sincerely,



Jean-Luc DEMARTY
Director-General

Enc. Preliminary Programme

THE CAP POST-2013

SUMMING-UP CONFERENCE ON THE PUBLIC DEBATE

Brussels, 19-20 July 2010
Charlemagne Building, rue de la Loi 170

*Dacian Cioloș, Commissioner for Agriculture and Rural Development
will chair the plenary sessions*

Day 1 19 July 2010

OPENING

Plenary session

9.00 – 9.10 Shaping the future of agriculture: listening to Europe's citizens

*Dacian Cioloș,
Commissioner for Agriculture and Rural Development*

9.10 – 9.30 *Interventions by representatives of the Presidency of the Council of Ministers of the European Union and the European Parliament*

DEBATING AGRICULTURE AND THE CAP

Plenary session

LISTENING TO EUROPE'S CITIZENS: CONSENSUS AND DISAGREEMENT

Moderator; Conference rapporteurs

BACKGROUND

9.30 – 9.40 What polls and surveys tell us

*A presentation of Europeans' perceptions of agriculture and the CAP as brought to light by the Eurobarometer surveys and public opinion surveys given by
Consultant*

9.40 – 10.00 What the debates tell us

*Presentation of the conclusions arising from the public debate and the contributions received in response to the call for proposals given by
Independent rapporteurs*

10.00 – 10.30

COFFEE BREAK

DEBATE

10.30 – 13.00 A dialogue with civil society

A panel of experts and representatives of think tanks, rural development associations and NGOs responds to the ideas raised in the public debate. Dialogue will be opened to the floor

13.00 – 14.30

LUNCH BREAK

CHALLENGES FOR 2020 AND BEYOND

In-depth discussion session in parallel workshops

14.30 – 15.30 Food security

Climate change, rising demand, market and price volatility, globalisation and competitiveness, slowing growth and productivity, economic difficulties of agricultural undertakings, concentration and negotiating power in the agri-food chain, etc.

Chair; Speakers; Rapporteur

14.30 – 15.30 Future of rural society

Diversity of agriculture and rural areas in Europe, position of agriculture in economic activity and regional development, pressure on the territorial balance and trend towards desertification in certain regions, etc.

Chair; Speakers; Rapporteur

14.30 – 15.30 Environment and provision of public goods by agriculture

Pressure on natural resources and biodiversity, upkeep of land and stewardship of the countryside, agrarian systems of significance for the environment and the provision of public goods by agriculture, contribution to limiting climate change, etc.

Chair; Speakers; Rapporteur

14.30 – 15.30 Quality, diversity, health

Nutritional quality, diversity and hygienic quality of food, animal welfare, new features of demand, accessibility and adequacy of supply, distance between producers and consumers, supply and marketing methods, etc.

Chair; Speakers; Rapporteur

15.30 – 16.00

COFFEE BREAK

16.00 – 17.30 Workshops resume

17.30

ADJOURNMENT UNTIL THE NEXT DAY

(17.30 – 18.30 Conference for rapporteurs)

19.00

EVENT – PLACE ST CATHERINE

Day 2- 20 July 2010

CONFERENCE RESUMES

Plenary session

POOLING FEEDBACK I

Moderator; Conference rapporteurs

9.00 9.45 Analysis and indications

Presentation of the points of convergence and divergence on the challenges, stakes and objectives for the post 2013 period that arose from debates in the workshops by

Rapporteurs of the four workshops

9.45 – 11.00 Defining differences in viewpoints

A panel of stakeholders in the agri-food chain responds to the ideas arising from the debates in the workshops. The debate will then be opened to the floor. The Conference rapporteurs will help to clarify the points of disagreement.

11.00 – 11.30

COFFEE BREAK

PROPOSALS AND WAYS FORWARD

Sessions in parallel workshops

THE FUTURE ROLE OF THE CAP IN

11.30 – 13.00 Maintaining food production capacity in the EU

Competitiveness, competition, innovation and market orientation, adaptation to climate change, stability of markets and incomes, insurance against risks, allocating added value and relations within the agri-food chain, offsetting handicaps, rebalancing and targeting support, etc.

Chair; Speakers; Rapporteur

11.30 – 13.00 Maintaining the vitality and making the most of the diversity of rural society

Innovation, green growth and the rural economy, modernising and restructuring undertakings, supporting employment, making the most of the diversity of agricultural output and territories, short production chains and local markets, etc.

Chair; Speakers; Rapporteur

11.30 – 13.00 Preserving the environment and ensuring sufficient provision of public goods by agriculture

Preserving natural resources, lowering greenhouse gas emissions and energy intensity, maintaining agrarian systems that encourage biodiversity, preserving the diversity of landscapes, etc.

Chair; Speakers; Rapporteur

11.30 – 13.00 Promoting the quality and diversity of food supply

Differentiation in the market, promotion, new forms of marketing, local and central food strategies, public tenders for institutional catering, etc.

Chair; Speakers; Rapporteur

13.00– 14.30 LUNCH BREAK

13.00 – 14.30 Working lunch for the rapporteurs

CONCLUSIONS AND CLOSING

Plenary session

Chair; Conference rapporteurs

POOLING FEEDBACK II

14.30 – 15.15 The proposals from the workshops

*Presentation by the
four Rapporteurs*

INTERMEZZO

15.15 – 15.35 The institutional standpoint

Representatives from the Economic and Social Committee and the Committee of the Regions present their views on the challenges and the ways forward beyond 2013

16.35 – 16.05 COFFEE BREAK

DEBATE

16.05 – 17.30 General discussion and closing address

Towards a post-2013 CAP: challenges, stages and ways forward for the future

*Dacian Cioloș,
Commissioner for Agriculture and Rural Development*