



Bringing Organisations & Network Development  
to higher levels in the Farming sector in Europe



This project has received funding from the European  
Union's Horizon 2020 research and innovation  
programme under grant agreement N° 774208

# Young Farmers *for the Future*

Online Forum

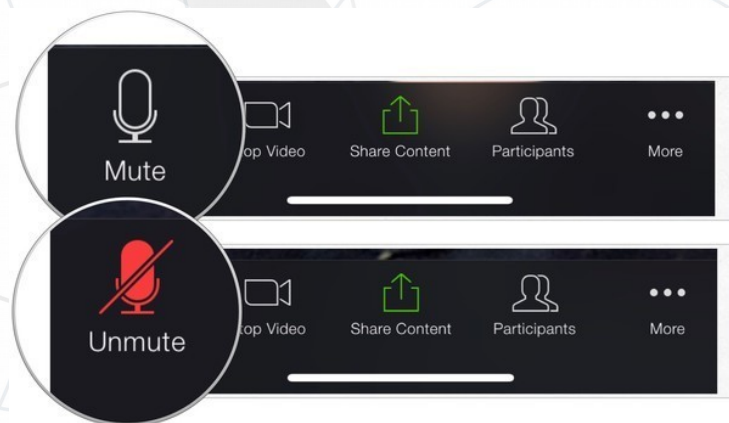
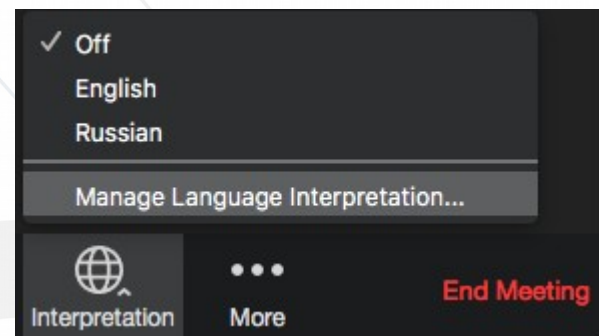
*2<sup>nd</sup> Thematic Workshop*

**29 July 2020**

***HOW CAN WE DEVELOP MARKETS FOR  
THE NEXT GENERATION OF FARMERS?***

# Technical info about ZOOM

- ✓ Raise hand or write in the chat if you want to speak
- ✓ Ако не говорите енглески, користите алат за тумачење  
(*If you don't speak English, use the interpretation tool*)
- ✓ If you don't speak, mute your microphone



# The Team



*Facilitator*

**Andrea Ferrante**

Schola Campesina

ITALY



*Expert  
Thematic Workshop II*

**Jyoti Fernandes**

Land Workers Alliance  
Five Penny Farm

UNITED KINGDOM



*Support Facilitator*

**Ramona Duminicioiu**

Eco Ruralis

ROMANIA



*Technical support*

**Raluca Dan**

Eco Ruralis

ROMANIA

# The Participants - Working group composition

GROUP 2	
Country	Name
Belgium	Jens Mouton
Bosnia & Herzegovina	Ninoslav Šešić
Germany	Kim-Tina Nava
Greece	Natasa Antari
Luxemburg	Svenja Zelder
Norway	Øistein Aasen
Poland	Łukasz Czech
Latvia	Valters Zelčs
United Kingdom	Olivia James
Estonia	Maarja Uibokand



# Agenda

**1.55 PM** – log-in of all participants

**2:00 PM** – start of the thematic workshop

5 min. Welcome and Introduction

5 min. Introduction by Natasa Antari (*Greece*) and Øistein Aasen (*Norway*)

20 min. Intervention from expert Jyoti Fernandes

10 min. Comments of 1 minute from each participant regarding the intervention

20 min. Intervention from expert Jyoti Fernandes and answers to comments

5 min. Wrap-up of the main points by the facilitator

10 min. Break

45 min. Sharing among participants following a format for preparation of the final document

10 min. Break

50 min. Definition of the policies recommendation by participants

*After the end of the Thematic Workshop there will be the possibility for participants to send comments through videos to be uploaded in the web area.*

# Roles of participants:

Each Working group will have 8/9 participants:

2 to prepare the introduction of the theme at the beginning of each workshop

2 note takers

2 rapporteurs

2 web browser

# Roles of participants:

## Introduction of the Workshop – Natasa Antari (*Greece*) and Øistein Aasen (*Norway*):

- Introduce the topic the workshop with a presentation of 5' minutes ( the introduction has no standard format and has to be presented together by the two person in charge)
- To prepare the introduction is also important to use the background documents and the video to get inspired to prepare the presentation
- To prepare the introduction you can ask support to the web browser for consultation of additional material

# Roles of participants:

**Note taker - Kim-Tina Nava** (*Germany*) **and Łukasz Czech** (*Poland*):

- It takes the notes of the fundamental outcomes of the discussion during the workshop
- Support the rapporteur in the preparation of the presentation
- collect from the web browser the list of website or blogs or document on line



# Roles of participants:

## Web browser - Valters Zelčs (Latvia) and Jens Mouton (Belgium):

- It has the role to search on the web additional information on the topic of the workshop
- It can be done before and after the workshop
- The material can be also useful for discussion during the workshop (*especially during the second hour when is foreseen a broader sharing session between the participants*)
- A list of website or blogs or document on line has to be delivered by the date of the final webinar

# Roles of participants:

**Rapporteur - Ninoslav Šešić** (*Bosnia and Herzegovina*) **and**  
**Svenja Zelder** (*Luxemburg*):

- Has the role to present the outcome of the workshop in the webinar planned in September
- Work in collaboration with the note taker
- the presentation in the September can't be longer than 5 minutes, it can be done together by the 2 rapporteur

# *Introduction*

*by Natasa Antari (Greece) and Øistein Aasen (Norway)*

*5 minutes*

***HOW CAN WE DEVELOP MARKETS FOR THE  
NEXT GENERATION OF FARMERS?***

# *Intervention by expert*

*Jyoti Fernandes*

*20 minutes*

**HOW CAN WE DEVELOP MARKETS FOR THE  
NEXT GENERATION OF FARMERS?**



**Five Penny Farm**  
**Dorset, UK**  
[www.fivepennycatering.com](http://www.fivepennycatering.com)

# Basic tools

- ✓ Having a farm that is good for the community, the environment, the soil, and provides healthy affordable food is the goal of becoming a farmer, but we must make a viable livelihood from our farm
- ✓ Creating a business plan for what we want to produce and how we sell it is important
- ✓ The business plan should explain how we market our products

# Planning

What sort of structure on the farm do we have - a family farm, a private business, a co-operative- is it subsistence or commercial?

What are the routes to market?

- ✗ Supermarkets - can be supplied through co-operatives or be community owned
- ✗ Export
- ✗ Direct to consumer

# Access to market – direct to consumer

- ✓ Outdoor markets
- ✓ CSA
- ✓ Processing and adding value
- ✓ Co-operatives
- ✓ Buying groups
- ✓ Food hubs
- ✓ What are your ideas?



# Public sector supply chains – food procurement

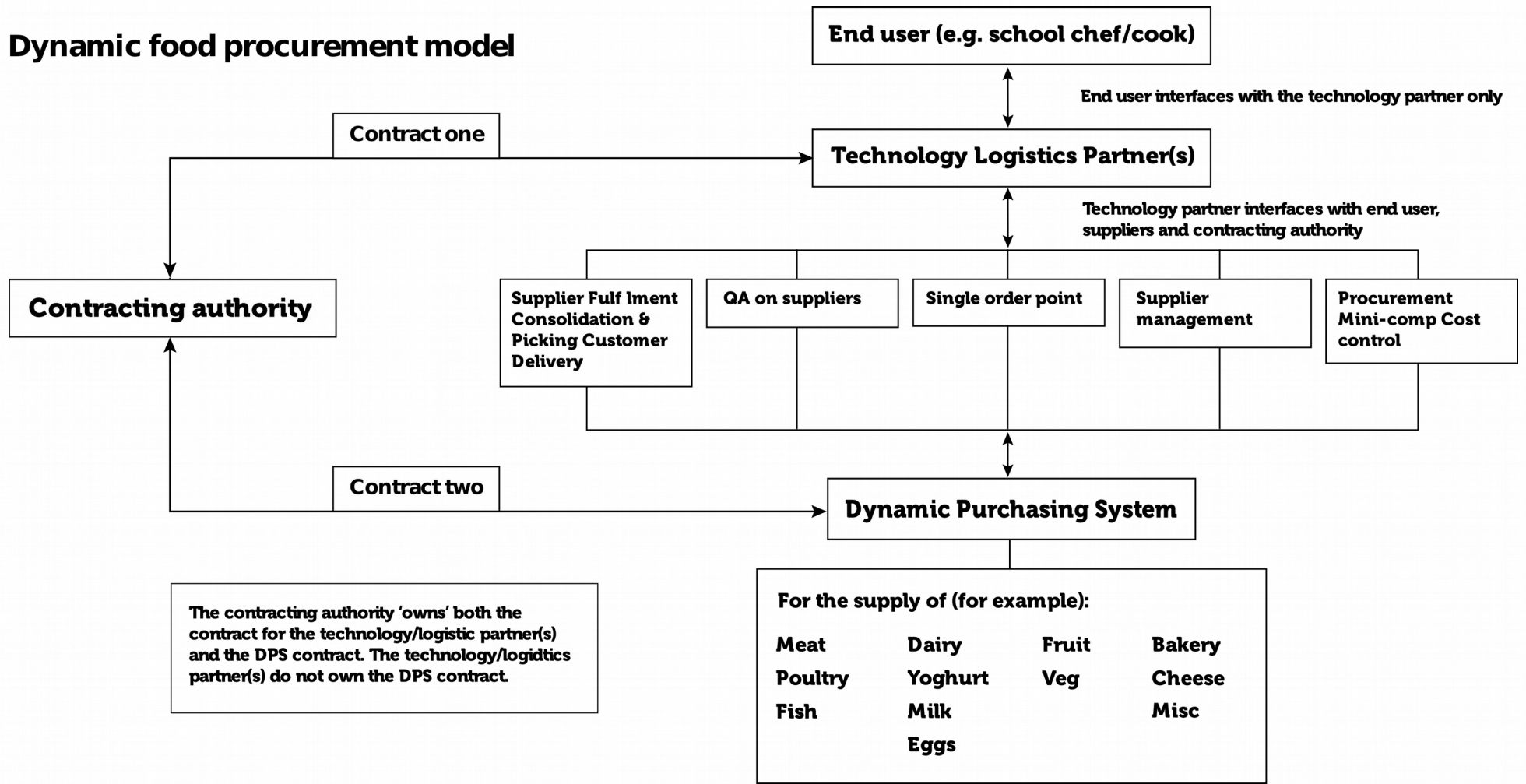
## WHY advocate for Shortening supply chains for Public Procurement?

Public procurement of food in any country is worth a lot of public money. This food is eaten in schools, hospitals, care homes and the wider social care sector.

The procurement of more regional and sustainably produced food by the public sector has the potential to offer **more healthy and sustainable food** to a full range of socio-economic groups, **supporting communities** who are often some of the most vulnerable in our society.

This will stimulate **investment in regional supply chain infrastructure** to increase the volume of food going through shorter supply chains; **increase food security**; and **create regional markets** for small and medium producers and other supply chain actors.

# Dynamic food procurement model



# Legislative Instruments to promote access to market for small farmers

**‘Connecting smallholders to Markets’** - a Public Policy Recommendation negotiated and approved by governments in the United Nations Global Committee on Food Security (CFS).

**Youth:** *Agriculture and food systems can present an important sector for youth who are exploring income and employment opportunities in both rural and urban areas. Young smallholders can face constraints in accessing markets as a result of lack of financial resources, opportunities, skills, and capacities. Investing in smallholder agriculture and market infrastructure is key to provide successful examples and viable livelihoods for all future generations.*

CFS  
COMMITTEE ON  
WORLD FOOD  
SECURITY

Committee on World Food Security

Policy recommendations

CONNECTING  
SMALLHOLDERS TO MARKETS

SUSTAINABLE  
DEVELOPMENT  
GOALS with a core focus on:

1 NO POVERTY 2 ZERO HUNGER 7 AFFORDABLE AND CLEAN ENERGY 8 DECENT WORK AND ECONOMIC GROWTH 16 PEACE, JUSTICE AND STRONG INSTITUTIONS 17 PARTNERSHIPS FOR GOAL ACHIEVEMENT

Contributes to SDG 4, 5, 6, 9, 10, 11, 12, 13, 14 & 15

# *Comments from participants*

*Round of table*

*Comments of 1 minute from each participant regarding the intervention and  
introduction*

*10 minutes*

**HOW CAN WE DEVELOP MARKETS FOR THE  
NEXT GENERATION OF FARMERS?**

# *Intervention by expert*

*Jyoti Fernandes*

*Answers to comments made by participants*

*20 minutes*

**HOW CAN WE DEVELOP MARKETS FOR THE  
NEXT GENERATION OF FARMERS?**

# *Wrap up by facilitator*

*Andrea Ferrante*

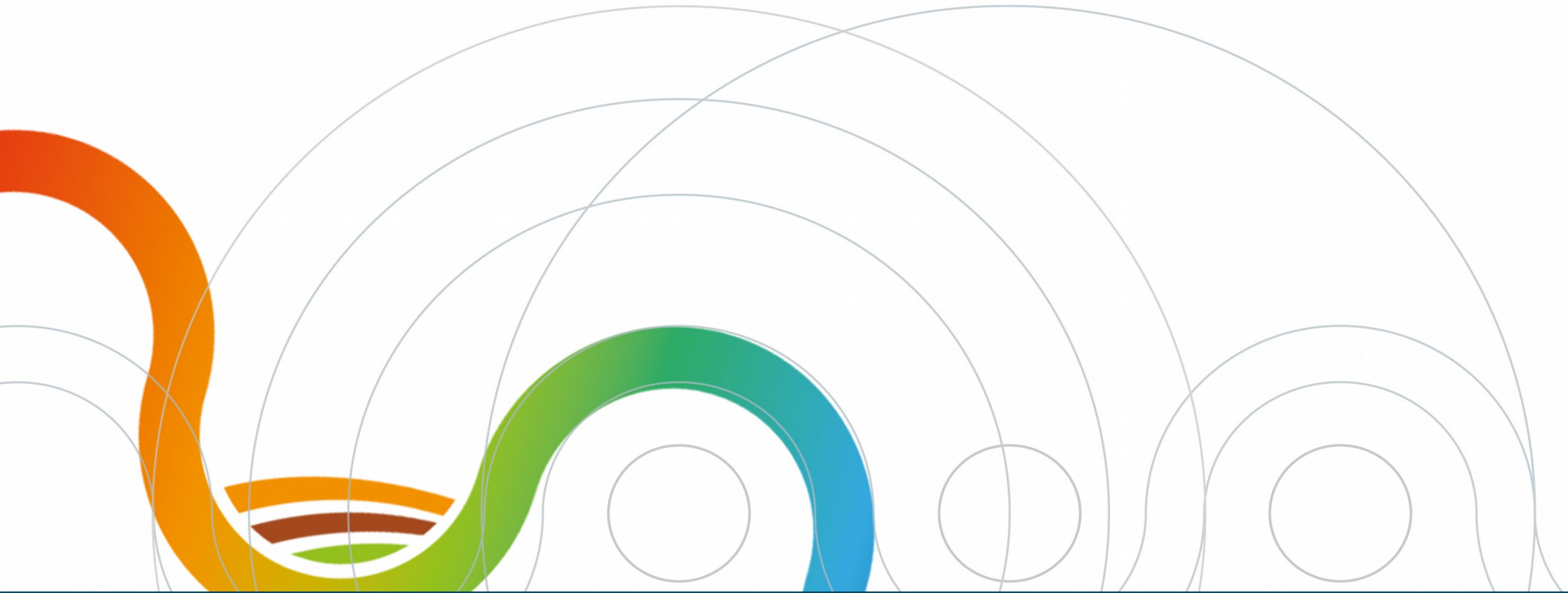
*Highlights of the discussions*

*5 minutes*

**HOW CAN WE DEVELOP MARKETS FOR THE  
NEXT GENERATION OF FARMERS?**

# **BREAK**

## **10 minutes**



## *Discussion*

*Sharing among participants following a format for preparation of the final  
document*

*45 minutes*

***HOW CAN WE DEVELOP MARKETS FOR THE  
NEXT GENERATION OF FARMERS?***



# **BREAK**

## **10 minutes**



# *Discussion*

*Definition of the policies recommendation by participants*

*50 minutes*

***HOW CAN WE DEVELOP MARKETS FOR THE  
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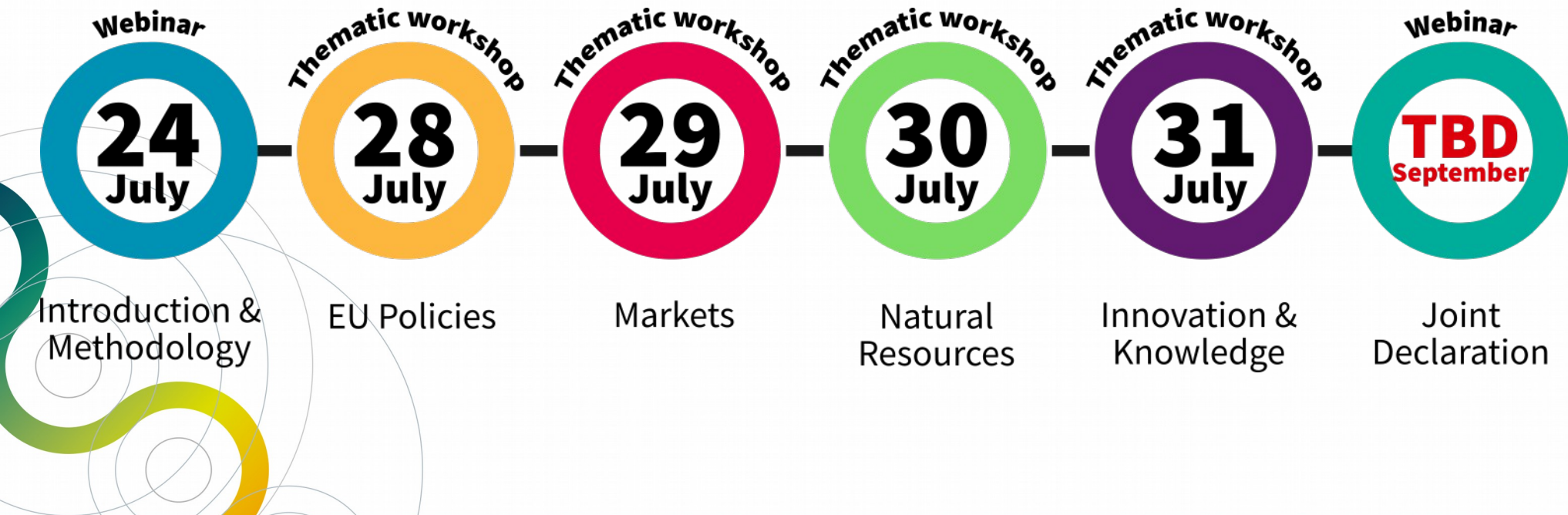


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# *Final remarks and next steps*



# Calendar of the Young Farmers *for the Future* Online Forum





# Tools to keep in touch and know each other



**Website** - all the 34 participants have profile articles on the [BOND project website](https://www.bondproject.eu/project-activities/youth-forum-up/)

<https://www.bondproject.eu/project-activities/youth-forum-up/>



**Social media** - the [BOND Facebook group](https://www.facebook.com/groups/bondprojecteu) where all the 34 participants can join and engage in discussions and remain in contact beyond the Forum.

<https://www.facebook.com/groups/bondprojecteu>



[youthforum@ecoruralis.ro](mailto:youthforum@ecoruralis.ro)

**Thank you!**  
**Хвала**  
**вам!**

