



STAKEHOLDER COMMUNITY - AGRICULTURE AND GNSS

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PREFACE

With the development of Galileo, a European Global Navigation Satellite System (GNSS), the European GNSS Supervisory Authority (GSA) aims to move Europe forward in the location based technology and stimulate innovation and new business. In order to examine potential uses and to prepare likely users for applications using the Galileo infrastructure and services, the GSA has initiated projects addressing various user communities.

This report has been prepared in the frame of the FieldFact project. The aim of FieldFact is the introduction and promotion of GNSS within the agricultural user community. The project is managed by the GSA and funded under the 6th Framework Programme. There are six consortium partners participating in the project - Alterra, TerraSphere¹ and PPO from the Netherlands, University of Warmia and Mazury (UWM) from Poland, Ekotoxa from the Czech Republic and the European Commission's Joint Research Centre.

This report is part of the activities the project undertakes in the frame of establishing a stakeholder platform for GNSS use in the agricultural sector. In this report the composition of the Stakeholder Council is described. The Stakeholder Council of the FieldFact project is representing the agricultural user community towards GNSS products and services.

¹ TerraSphere has taken over the role of Vexcel Netherlands from 1-FEB-2008 onwards.



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EXECUTIVE SUMMARY

This report describes the Stakeholder Council of the FieldFact project. It summarises the activities taken place to classify the agricultural user community for GNSS products and services. The report also identifies stakeholders to the project and a list of members of the Stakeholder Council.

Following an analysis of the user community, members of the Stakeholder Council were selected from organisations able to represent four specific areas in the European context. This includes farmer organisations, agribusiness organisations, public administrations and the research community.

The Council's task is to follow developments in the project, in order to ensure that what was concluded in the initial stakeholder consultations is actually taken into account in the later phases of the project. The Council objectives are to:

- Provide guidance and prioritisation to the FieldFact team, to tune and focus development of the demonstrators and technical deliverables;
- The stakeholder platform must furthermore identify the correct promotional channels for the project outputs – beyond its original circle of stakeholder contacts.

Although the early steps to establish the Council through the existing networks were managed adequately by the project members, further work will be needed to consolidate the membership and encourage better participation of all stakeholder classes at future meetings and consultations. The implementation of this project component has suffered from the WP1 lead partner (JRC) having staffing difficulties from months 0-6 of the project.

The Council is expected to meet three times during the course of the project. This schedule appears to be a reasonable compromise between the project goals and the availability of Council members. The meetings are to be reported in documents summarising the most important statements (particularly by Council members) as well as analysis and conclusions derived by the FieldFact team.

The recommendations and the actions identified by the Council will be recorded and verified in the meeting documents by the Council. Moreover, the Council at each subsequent meeting will assess the take-up of these recommendations

This report is prepared in the framework of the FieldFact project that is designed to promote and introduce the GNSS within the agricultural business domain. The project is managed by the GNSS Supervisory Authority (GSA) and funded under the 6th Framework Programme.



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1 INTRODUCTION

1.1 Purpose and scope

The report describes the work done to identify and describe the stakeholders in the GNSS user community in agriculture. In doing this it provides background to the establishment of the Stakeholder Council and other stakeholder platforms.

The project document responds to the objectives of the Statement of Work:

OBJ-2. To provide a platform for the representation of the interests of this User Community (UC) in the overall discussion for the EGNOS and Galileo optimisation in term of different aspects (e.g. commercial, PPP scheme and risk allocation between public and private sides, social benefits and public interests, industrial and research development and innovation, operational and system evolution).

OBJ-3. To provide a platform to join satellite navigation experts with UC experts in order to optimise the use of this technology in the target environment.

1.2 Intended audience / Classification

This document is designed as project internal document and intended for all project partners and WP participants. The document is not intended for use outside the project, however it may provide relevant information to other projects in this field. The document is classified a public document.

The information gathered on stakeholders will also find its way to other FieldFact deliverables where the relevant information will be made public.

1.3 Associated documentation

Inputs from the following documents were used as a main source of information for preparation of this document:

- Statement of Work. GALILEO Research and Development Activities, Second Call, Area 1A, GNSS for Special User Community. Ref.: GJU/04/2412-SOW/MM/fk, Issue 1, 26/05/2004. Galileo Joint Undertaking, Brussels;
- FieldFact Proposal. Technical Tender. Version 1.0.1. 20/07/2006. FieldFact consortium;
- FieldFact Proposal. Financial, Management and Administrative Tender. Version 1.0.1. 20/07/2006. FieldFact consortium;

1.4 Abbreviations and Acronyms

CAP	Common Agricultural Policy
CELCAA	European Liaison Committee for the Agricultural and Agri-Food Trade
CEETTAR	Confédération Européenne des Entrepreneurs de Travaux Techniques Agricoles et Ruraux
CEJA	Conseil Europeen des Jeunes Agriculteurs
COGECA	Confédération Générale des Coopératives Agricoles de l'Union Européenne



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COPA	Committee of Professional Agricultural Organisations
CZ	Czech Republic
DG-AGRI	Directorate General Agriculture
DG-ENV	Directorate General Environment
ECPA	European Crop Protection Association
EGNOS	European Geostationary Navigation Overlay Service
EU	European Union
EU27	European Union of 27 Member States
FR	France
FMS	Farm Management System
GLOBALGAP	private sector body that sets voluntary standards for the certification of agricultural products around the globe.
GNSS	Global Navigation Satellite System
GPS	Global Positioning System
GSA	GNSS Supervisory Authority
HACCP	Hazard Analysis and Critical Control Point
IACS	Integrated Administration and Control System
INSPIRE	Infrastructure for Spatial Information in Europe
IPSC	Institute for the Protection and Safety of the Citizen – institute in JRC
JRC	Joint Research Centre
MARS	Monitoring Agriculture and Rural Sustainability – unit of IPSC
MS	Member State (refers to the member states of the European Union)
NL	The Netherlands
OBJ	Objective
PL	Poland
PPP	Public-Private-Partnership
UC	User Community
WP	Work package



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2 WORK DESCRIPTION

2.1 Need for Stakeholder participation

Agriculture is a diverse sector and the actors in it are multiple. Also, as being a traditional and area-related economic activity, agriculture is not easy to be characterised at a European level but has many national and regional differences. Individual users clearly consist of a too diverse a population. Nevertheless it is clear that innovation and adoption of IT and GNSS has a common interest throughout the agricultural sector. Early adopters and key organisations, as in many sectors, create the requirements towards these innovations and transfer them into marketable products. In FieldFact we are addressing these key players as our stakeholders. So therefore our stakeholders are classified hierarchically between individual users and the UC as a whole:

- *Individual Users* (or even, potential users), who are expected to operate GNSS equipment and participate in the process that should benefit from EGNOS and GNSS use in general. There are too many individual users to be all individually addressed;
- *Stakeholders*, either key-organisations or representatives of groups of users with similar needs and aspirations;
- *User Community*, the collective representation of the stakeholders, sharing common aims or interests.

The project requires interaction with the UC in order to stay informed of the relevant issues and requirements. The project will investigate the applications and benefits of Galileo and EGNOS in this Community and will elicit their feedback on these. On the other side, the project will demonstrate the added value of Galileo and EGNOS in this user community.

So, in order to engage the UC, enable it to review our products and provide pro-active feedback on the project, a group of stakeholders must be identified that will participate in the project in order to embed it in the user community as a whole.

2.2 User Community description

The agricultural UC can be represented in a two-direction flow (Figure 1). In the horizontal axis, farmers are part of the agribusiness chain with suppliers, food industry, retail and consumers. The vertical axis represents the relation between farmers and regional, national and EU policy implementation. This relation is focused on maintaining sustainable land use and the payment of subsidies.

Although the types of interaction between the actors in this diagram are many, the focus is on the interactions that involve geo-information, as these are relevant to the use of GNSS in the agricultural domain. Both in the agribusiness chain and the policy-farmer relation there is a growing information flow requirement, of which geo information – and in particular, positioning and timing information – is increasingly an explicit component.

Approximately 9 million farmers in the EU27 (out of a total of 15 million farmers) exchange geo-information with their national or regional governments in the frame of EU income support. This is mainly done on paper, but the use of digital systems is increasing. Automation of information gathering and integration of different information systems can make this huge information flow more easy and less time and money consuming. It may also allow other uses of this information, leading to a wider adoption of geo-information as a whole.

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In the European agricultural policy domain, member states (MS) operate an Integrated Administration and Control System (IACS) that involves a digital land registry, the so-called Land Parcel Information System (LPIS). All MS have procedures in place to maintain their LPIS and to control the declarations made by farmers. This is in many cases done with the aid of GNSS based parcel area measurement. The use of GIS is mandatory and use of GNSS is advised.

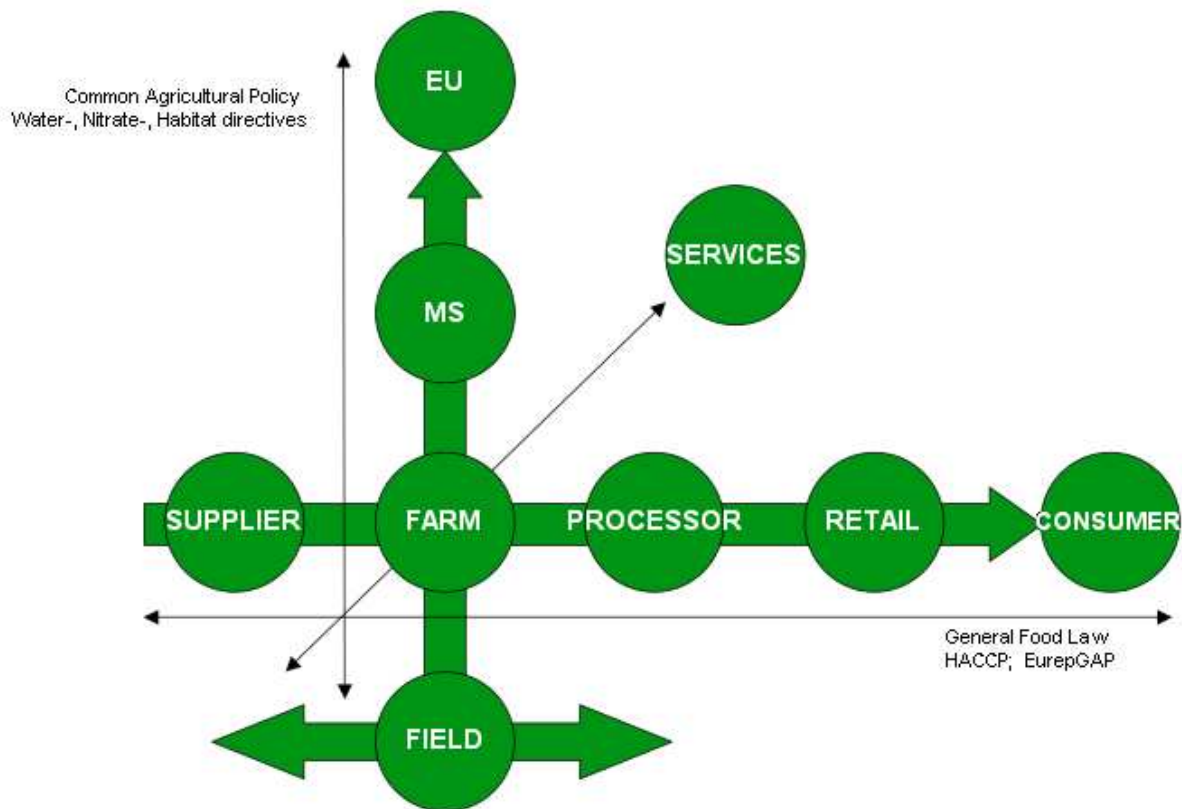


Figure 1: Positioning of farm in Agribusiness

The Farm is the central entity in the agricultural sector at the intersection of two dimensions: the agribusiness chain and the regulations chain. Concerning geo-information and GNSS use, the location of the farm itself but in particular the location of fields and the activities carried out on fields are our main interest in this project. Farm and field locations give farmer practices a spatial context, relevant to both the policy domain and the agribusiness domain.

In the agribusiness chain actors are building up relations to provide the succeeding actor with products and services for in exchange he receives financial compensation. In addition to these physical and monetary flows, actors exchange information to initiate, execute and control their transactions. Although geo-information can be very useful for this information exchange, it has so far not been used on a wider scale. Geo-information gets more-and-more attention in tracking and tracing as required by legislation in the General Food Law and as part of voluntary quality assurance programmes such as HACCP and GLOBALGAP.

GNSS enables fundamental productivity improvements and therefore its adoption is increasing dramatically. Precision farming techniques are used more and more as they increase productivity and reduce costs. Machinery, software and services arise that enable the farmer to get maximum value out of his investments in GNSS. Besides productivity issues, GNSS enables the farmer to



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create his documentation in an electronic, automated way. GNSS provides time and location stamps that can be used to authenticate the documentation.

GNSS is already used widely in transport in agriculture. Well-known examples are the planning and tracking of transports of milk, beets and other crops, livestock and manure. Since agricultural transport is already handled in the transport user communities, in particular road transport, we have decided not to focus on this, but instead focus on the parcel measurement issues and precision agriculture.

2.3 Stakeholder identification and selection

We have used the description of the agricultural UC to identify our stakeholders for this project. We are looking for stakeholders that are important for the adoption of GNSS.

Of course farmers (represented by farmers' organizations and associations) are the prime stakeholders. Not only their number (approximately 15 million in the European Union) but also their role in the information generation and exchange make them an important player for the adoption of GNSS. We see farmers here as the entities (people, companies) active in the primary production, so it includes all kinds of farmers, cooperatives, contractors etc. In all innovation processes, forerunners play an important role in testing technology and communicating the benefits to the majority. Whenever possible we will take the opportunity to get direct feedback from early adopters or forerunners in applying GNSS technology in agriculture. However, for practical purposes, we have identified and selected appropriate representative organizations as our stakeholders. From our experience these organizations will be well aware of the opinions of both forerunners and the majority.

A second group of stakeholders are the organizations requiring detailed information on farm practices, basically public administration in the policy or regulatory domain and to a lesser extent the quality assurance programmes demanded by the retail sector (consumers). We have identified and selected representative organizations as stakeholders.

A third group comprises the agricultural businesses providing the farmer with knowledge and equipment to farm and improve his performance. Again, this group is very heterogeneous in their origin, their business type and the level of interaction they may have with farmers. It includes professional services providers, machinery manufacturers, and suppliers of inputs such as seeds, fertilizers and chemicals. Many GNSS applications in agriculture are designed for arable crop growing; aiming at a more homogeneous crop, higher yields, and time and cost reduction as a result of easier land management, and lower herbicide and pesticide use.

This group is an essential stakeholder as it is using the GNSS technology to differentiate their products and services.

A fourth group, considered essential in maintaining a balance with the research-dominated composition of the project members, was to include alternative research views from outside the project, to ensure that technological and scientific perspectives were not overly influenced.

So our four groups of stakeholders in the agricultural UC are:

- Farmers / Farmers associations;
- Public Administration;
- Suppliers and providers of services and products.
- Research Institutions in the field of agriculture and geomatics



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The selection of stakeholders for participation in FieldFact will be based on the four main groups of actors in the Agricultural UC.

2.4 Stakeholder involvement

In our project we have chosen to involve stakeholders in the project through the so-called 'Stakeholder Council'. This Stakeholder Council will be consulted three times in the project, at the beginning of the project, during the implementation phase and in the results analysis phase. In the beginning of the project they will basically provide context and guidance. Later on, they will provide feedback and vision on the use of GNSS in agriculture. Also, they can play a role in raising awareness through information, services and products.

We aim to have 3 to 5 people from each stakeholder group, resulting in a council meeting of 9 to 15 stakeholders (representatives). The stakeholder council provides a platform for discussing the course of the project, reviewing products and achievements and assisting in creating a vision for further Galileo implementation in the agricultural domain. FieldFact will encourage the stakeholder council to continue after the project finishes to ensure its interests in the development of a European GNSS and the requirements from the agricultural user community towards it.

In addition to the Stakeholder Council, the FieldFact project will consult stakeholders on an opportunity basis, for instance in conjunction with other meetings or at specially arranged local meetings. These meetings will be used to collect requirements and to get direct feedback on the expectations on satellite navigation.

The project's principle has been three fold. First, a core Stakeholder Council has been created to execute detailed discussions. Participation has been by invitation; although the principle is that "membership" should be relatively open and based upon mutual interest and motivation. Second, a number of local workshops have been organised, where the stakeholder representation has been more locally focussed. Lastly, the JRC's technical workshop programme (specifically, the annual workshop on GNSS use for Common Agricultural Policy) has been leveraged to provide a wider opportunity to exchange views and opinions.

The result is that stakeholder consultations attempt to maximise the interface and include as many contacts as practicable; whilst at the same time distinguishing between the higher-value feedback from core participants and the more general feedback (and two-way flow) from secondary stakeholder/potential user meetings. Furthermore, open membership means that new stakeholders will be included when possible to ensure the best possible consultation.



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3 RESULTS OF WORK

3.1 Identification and selection of Stakeholder Council members

Based on the three main groups in our agricultural user community we have identified and selected different members of stakeholder groups to constitute the FieldFact Stakeholder Council. The following organisations have been identified for this purpose:

3.1.1 Farmers / Farmer's Organisations

Farmers are a large heterogeneous group across Europe. They are represented by their national organisations. The national organisations have created several European collaborations or umbrellas, which seems the most appropriate parties for our stakeholder network. As potential members of the Stakeholder Council, we identify the following organisations:

COPA-COCEGA

Committee of Professional Agricultural Organisations(COPA) and the General Confederation for Agricultural Co-operation (Confédération Générale des Coopératives Agricoles de l'Union Européenne, COCEGA) represent farmers, farmers organizations and cooperatives in Brussels.

<http://www.copa-cogeca.be>

CEJA

European council of young farmers (conseil europeen des jeunes agriculteurs, CEJA) represents young(er) farmers throughout Europe. As GNSS is definitely taking up in future, it will become a day-to-day tool for future farmers.

www.ceja.org

CEETTAR

Confédération Européenne des Entrepreneurs de Travaux Techniques Agricoles et Ruraux (European Organisation of Agricultural and Rural Contractors; CEETTAR). This European federation of contractors is active in representing agricultural and rural contractors in Brussels. There are approximately 75,000 professional companies employing 280,000 people. Each company works for 20-100 clients (farmers, municipalities etc.). As these companies are in the front zone of technology take-up they form an important stakeholder with regards to the higher segment of GNSS technology and associated software, data and machinery.

www.ceettar.net

CELCAA

European Liaison Committee for the Agricultural and Agri-Food Trade (CELCAA) represents agri-food trade organisations in Europe. Its members are all kinds of trade organisations, mostly with a European dimension.

www.celcaa.eu



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3.1.2 Public Administration

Public Administrations are organised hierarchically. Since the start of the European Union, agriculture is governed by a European, multi-national policy. The European Commission is making the agricultural policy, which is approved by the European Council and the European Parliament. Member States (MS) implement these policies and embed them in their national laws and regulations. The following stakeholders have been identified:

European Commission

The aim of the Common Agricultural Policy (CAP) is to provide farmers with a reasonable standard of living, provide consumers with quality food at fair prices and to preserve our rural heritage. The policy has evolved to meet society's changing needs, so that food safety, preservation of the environment, value for money and agriculture as a source of crops to convert to fuel have acquired steadily growing importance. This has led to the so called Cross Compliance aiming at 'greening the CAP' by making farmers income support dependent on their ability to meet environmental and societal demands.

- Directorate General for Agriculture and Rural Development (DG-AGRI): Within the EC, DG AGRI is responsible for the agricultural policy. However, DG-AGRI is not a user of GNSS technology – as expressed through the FieldFact project's definition of the user community - and therefore not suitable for inclusion in the Stakeholder Council.
- Joint Research Centre (JRC): The JRC consists of several institutes providing the European Commission with relevant scientific back-up for policy making and evaluation. Within the JRC, the unit called Monitoring Agriculture and Rural Sustainability (MARS) is responsible for technical advice concerning the systems for administration and control of the CAP. These systems are used by MS. The MARS unit (project partner) advises on the use of GNSS for parcel area measurements and on the establishment of (sub)national Land Parcel Information Systems.

Member States (MS)

Member States² implement the EU regulations, carried out by the departments of agriculture as well as the payment agencies: executive bodies responsible for the payments and control on the subsidies. These Member State bodies execute the regulations and have direct contact with farmers. The CAP is not requiring the use of GNSS. However, many MS are using GNSS in their processes of establishing reference systems and controlling farm aid applications. The project can therefore benefit from their views and experiences.

During several meetings MS were invited to participate in stakeholder meetings. A number of MS indicated their interest to participate in the stakeholder meetings. The interest depends on different motives and backgrounds. The following MS have responded to our request to become part of our stakeholder council:

- Belgium: Belgium is a federal state and the implementation of EU agricultural policy is done by the respective regions of Wallonia and Flanders. The Flemish department of agriculture is represented on the FieldFact stakeholder council. Flanders is one of the few regions in Europe that has a public GNSS reference network and a high interest in combining GNSS and GIS in the administration.

² in several countries the implementation is done at sub-national level (Germany, UK, Belgium etc.).



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- Czech Republic: The Czech State Agricultural Intervention Fund has indicated an interest in GNSS developments. As a new member state the Czech Republic has immediately adopted digital techniques for their administration and control on parcels and subsidies. The agricultural structure in Czech Republic is interesting since it maintained the cooperative large farm structure, which is interesting for GNSS applications. Also the Czech Republic is one of the countries where we will have a dedicated event for promotion and training.
- Ireland: The Irish Department of Agriculture, Fisheries and Food (DAFF) is dealing with rather different rural landscapes. They have an abundance of hedges, walls and other natural parcel boundaries that raise difficulties in applying GNSS for parcel measurement and updating of reference parcel systems. DAFF is also hosting the GNSS workshop and CAPIGI conference in 2008.
- Poland: Being one of the largest EU countries Poland has specific issues that influence the uptake of GNSS. Poland has a farm structure mainly consisting of small to very small farm holdings. The use of GNSS in parcel identification and measurement has been taken up straight from the start of EU accession. Poland is also a country where a dedicated event will be held.
- Netherlands: Precision farming has been taken up rapidly in the Netherlands. It means that Dutch farmers belong to the frontrunners in the agri-GNSS market. The ministry of Agriculture, Nature and Food quality is also investigating how precision agriculture techniques can be used by farmers to ensure compliance with agricultural and environmental regulations. The Netherlands is also one of the countries where FieldFact is organising an event. The Dutch ministry also hosted the GPS workshop and CAPIGI conference in 2005 and 2007.

3.1.3 Suppliers and providers of services and products

The agribusiness sector is as diverse as the farmers and has many aspects, from suppliers, machine manufacturers and service providers as laboratories, software companies, advisors etc. For the purpose of our project we have identified a number of the most prominent stakeholders that could play a role in the Stakeholder Council:

ECPA

The European Crop Protection Association (ECPA) represents organisations in Europe active in crop protection. It has both national organisations and companies as members. As the use of crop-protection agents is one of the major applications envisaged in applying GNSS, ECPA is a valuable stakeholder.

<http://www.ecpa.be>

Farm Machinery manufacturers

Europe has several major machine manufacturers. They play an important role in this as they provide the farmers with the 'tools' to do precision agriculture. By now, all machine manufacturers have included in one way or the other in guided steering applications, implying GNSS receivers, augmentation systems and directly influencing the hydraulics of tractor steering. Although developments are going very rapid, the European firms lag behind the John Deere company, which is one of the most innovative and successful players in the precision agriculture field.



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The multi national mechanisation firm John Deere has a special division that focuses on Agricultural Management Solutions. This division is working on precision agriculture equipment. It provides customers with its own GPS receiver and augmentation system called Starfire. John Deere is a world wide market leader in precision agriculture equipment and services and is therefore an important stakeholder. John Deere AMS is not representing the whole sector but because of their position and reputation in the field of precision agriculture they are a good partner in the stakeholder council.

www.deere.com

Farm Management System (FMS) developers

FMS are increasingly used in the agricultural sector. The main goal is to automate and improve the farm level administration. In order to facilitate the farmer, these software systems include the opportunity to communicate digitally with all kind of organisations in the agri-food-chain (suppliers, buyers) and in the services sector (weather forecasts, agronomy advice etc.). Most software developers are local companies dealing with the specific needs and possibilities in their country or region.

ISAGRI is a French software company making farm software and delivering different kind of (digital) services to farmers. As an exception, ISAGRI is operating at a European level. ISAGRI was the first software vendor that included GIS in their farm management software. They are also very active in precision agriculture software and systems and mobile applications. Therefore ISAGRI may serve as a representative firm for the software manufacturers.

www.isagri.fr

3.1.4 Research bodies

Even though the project itself has partners drawn from the research community, maintaining a balanced view of research needs should be a target of the Stakeholder Council. Nevertheless, identifying researchers combining an understanding of agricultural applications and GNSS is quite difficult, given that most researchers in GNSS are linked to geodesy or geomatics institutions. To this end, representatives from two research organisations with a strong link to agriculture and a geomatics heritage have been invited to take part in the Stakeholder Council:

- Wageningen University, Laboratory for Geo Information Science and Remote Sensing³. GNSS use in precision agriculture; Quality assurance and testing of GNSS data.

www.geo-informatie.nl

- CEMAGREF: a network of research centres in France, covering (among other themes) the use of innovative technology for sustainable agriculture.

www.clermont.cemagref.fr

³ Although this Laboratory cooperates with (FieldFact consortium member) Alterra and both are incorporated in the Wageningen University and Research centre organisation, this is a separate entity with their own research and network.



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3.2 Identification of local stakeholders

As has been mentioned before the project will consult local stakeholder in addition to the Stakeholder Council. These consultations will take place on an opportunity basis, for instance in conjunction with other meetings or at specially arranged local meetings. These meetings will be used to collect requirements and to get direct feedback on the expectations on satellite navigation.

At the regional level stakeholders are diverse and different in different regions / countries. Local consultations will allow us to hear different opinions associated with regional differences. Also, it will allow us to get direct feedback from, for instance, the forerunners in applying GNSS in agriculture. From our experiences and efforts to reach out to these forerunners and other local stakeholders we are aware that they are not interested in discussing at the abstract level and require a more concrete discussion on their own possibilities and barriers. For obvious reasons these local stakeholder meetings will be conducted in the local language.

At a national, regional or local level, potential candidates might be:

- Departments of agriculture, the local payment agency and/or inspection service (=> public administration)
- Farmers, contractors and/or their local association (= > farmers/ farmers associations)
- Local extension service (=> professional service providers)
- Local mapping agency / data provider / surveyors (=> professional service providers)
- Local mechanisation companies (=> professional service providers)



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4 LIST OF IDENTIFIED STAKEHOLDER COUNCIL MEMBERS

4.1 Introduction

In creating a Stakeholder Council we have attempted to provide a link between our project and the agricultural UC. Council members are sought primarily in European level organisations. However in some cases, these organisations lack the resources or focus to participate. In this case we may want to invite non-European level players, but with a broader view then their own domain, to serve as a proxy. For instance for the aims of this project the MS participants have a good position to represent administration as they have a concrete relation with practice as it is the MS's administration that implements the laws and regulations and are looking for the technology to support them in this. We have also invited two scientists that have a particular focus on GNSS in agriculture, as indicated in the previous chapter.

4.2 Farmers / Farmers Organisations

Conseil Européen des Jeunes Agriculteurs (CEJA) European Council of Young Farmers

- Inga Klawitter, general secretary;

Committee of Professional Agricultural Organisations and General Confederation of Agricultural Co-operatives in the European Union (COPA – COGECA).

- Ludwig Willnegger, Policy Advisor at Copa-Cogeca;
- Gonne van Bussel, ZLTO: Dutch farmers organisation. ZLTO is actively participating and stimulating precision agriculture projects. Will serve as a proxy for COPA-COGECA.

Confédération Européenne des Entrepreneurs de Travaux Techniques Agricoles et Ruraux (European Organisation of Agricultural and Rural Contractors; CEETTAR)

- Maurice Steinbusch, Cumela (Dutch organisation for agricultural contractors). Will serve as a proxy for CEETTAR.

4.3 Public Administration

European Commission

As the MARS unit is part of our project they do not form part of the Stakeholder Council. Furthermore, since DG-AGRI is not a direct user nor stipulates the use of GNSS in CAP implementation, it has been chosen not to include a representative on the Council.

Member States

- Czech Republic: Czech State Agricultural Intervention Fund (SZIF).
 - Ms. Lucy Savelkova, Director of Department of System Support, in charge of geo-information management including GPS based controls;
Email: savelkova@szif.cz
- Belgium: Administration of Agricultural Production and Management of the Flanders Region
 - Mr. Gilbert Maesschalck, Head of Department 'Arable Farming Service', in charge of subsidy payments. Email: gilbert.maesschalck@ewbl.vlaanderen.be;



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- Ireland: Department of Agriculture, Fisheries and Food (DAFF).
 - Mr. John O'Rourke, responsible for implementation of cross compliance in Ireland; Email: John.ORourke@agriculture.gov.ie
 - Mr. Jack Creaner, responsible for the update of field identification systems and on the spot controls of aid applications; Email: Jack.Creaner@agriculture.gov.ie
- Poland: Agency for Restructuring and Modernisation of Agriculture (ARiMR)
 - Mr. Jacek Podlewski, responsible for the organisation of the controls, especially those carried out using GPS. Email: Jacek.Podlewski@arimr.gov.pl.
- The Netherlands: Ministry of Agriculture, Nature and Food Quality (LNV).
 - Mr. Martijn Kromjongh, head of the unit in charge of implementing EU regulations; Email: m.kromjongh@minInv.nl.
 - Mr. Hans Brand, policy advisor responsible for the Cross Compliance regulations in the Netherlands. Email: H.Brand@minInv.nl.

The MS representatives will also provide opinions and a position on European policy implementation related to agriculture. MS are more involved in the implementation and execution of regulations and have a more direct interest in the technological possibilities than policy makers such as the European Commission.

4.4 Suppliers and providers of products and services

John Deere Agricultural Management Solutions – Europe

- Mr. Alexander Sassenberg, Market Analyst & Product Planner, Email: SassenbergAlexander@JohnDeere.com

European Crop Protection Association (ECPA)

- Mr. Aaldrik Venhuizen, Agrifirm, The Netherlands. Agrifirm: Vendor of fertilisers and agricultural chemicals. May serve as a proxy to ECPA.

ISAGRI

- Mr. Marc Vanpouille, ISAGRI, France. Email: MVanpouille@isagri.fr

4.5 Research Institutes

- Wageningen University, Laboratory of Geo Information Sciences and Remote Sensing
 - Dr. Sytze de Bruin, senior scientist; GNSS use in precision agriculture; Quality assurance and testing of GNSS data. Email: Sytze.deBruin@wur.nl.
- CEMAGREF
 - Jean-Pierre Chanet, senior scientist; “Technologies et systèmes d'information pour les agrosystèmes”, focussed on the simplification and uncertainty reduction of data collection practices, using portable equipment dedicated to precision farming, sensors and GPS. Email: jean-pierre.chanet@cemagref.fr.



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5 MANAGEMENT OF THE STAKEHOLDER COUNCIL

5.1 Establishment, preliminary structure

The stakeholders, identified in accordance with the analysis described above, will meet on 28 March 2007. This meeting marks the establishment of the Stakeholder Council, even if full attendance is not reached. The first stakeholder council meeting focuses on the use of the low-end demonstrator and has a strong bias on representatives from administrations who are most interested in this kind of applications.

The results of stakeholder consultations (both Council and local stakeholder consultations) will be taken up in other parts of the project, in particular in the requirements towards demonstrators (WP 2 and WPs 3 and 4) and in the testing, training and promotion activities (WPs 5 and 6) and of course in the results analysis (WP 7). The manner and extent to which results from stakeholder consultation are used in these WPs is described in the relevant WP deliverables.

Although the existing networks managed by the project members have been applied to initiate the Council, further work will be needed to consolidate the membership and encourage better participation of all stakeholder classes at future meetings and consultations.

Attention must be paid to ensuring that potential Council members, who participate on a voluntary basis, are sufficiently motivated to participate at meetings and review project documentation.

5.2 Stakeholder Council continuation, plans

The second Stakeholder Council meeting will be held during the implementation phase of the project. This council meeting addresses the high-end demonstrator and the link between precision farming and the cross compliance of the CAP. Therefore it will also require representation of farmers and agribusiness, and participation at this meeting will be more critical.

The third Stakeholder Council meeting is planned to be held in conjunction with one of our training and promotion activities, most likely in June 2008 in Czech Republic. This meeting will be used to evaluate the demonstrators, the projects goals and the impact of GNSS in general and EGNOS and GALILEO in particular on agricultural practices.

5.3 Stakeholder Council reporting

Actions and prioritisation identified in these meetings will be circulated to FieldFact members and the activities of the project adapted to take these recommendations into account.

The recommendations and the actions identified by the Council – in essence the guidance to the project concerning development of demonstrators and technical deliverables, and the identification of the correct promotional channels for the project outputs – will be recorded and verified in the meeting documents by the Council. The project will attempt to implement these recommendations, within the constraints of the project management required by the GJU (GSA).

Moreover, the Council will assess the take-up of these recommendations at each subsequent meeting. A reporting framework is proposed as an annex to this report. However, feedback from the Stakeholder Council may be used to modify this reporting mode.



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6 CONCLUSIONS

The Stakeholder Council's task is to follow developments in the project, in order to ensure that what was concluded in the initial stakeholder consultations is actually taken into account in the later phases of the project. The Council objectives are to:

- Provide guidance and prioritisation to the FieldFact team, to tune and focus development of the demonstrators and technical deliverables;
- The stakeholder platform must furthermore identify the correct promotional channels for the project outputs – beyond its original circle of stakeholder contacts.

The selection of the four main user groups was made in accordance with an assessment of the "User Community", as defined by the project, composed of four key groups: Farmers / Farmers associations; Public Administration; Suppliers and providers of services and products; and Research Institutions in the field of agriculture and geomatics. Nevertheless, initial identification of candidates for the Council relied heavily on the project's professional networks.

The Council is expected to meet three times during the course of the project. This schedule appears to be a reasonable compromise between the project goals and the availability of Council members.

The meetings are to be reported in documents summarising the most important statements (particularly by Council members) as well as analysis and conclusions derived by the FieldFact team.

The recommendations and the actions identified by the Council – guidance to the project concerning technical deliverables and project outputs – will be recorded and circulated for comment after each meeting.

Actions and prioritisation identified in these meetings will be circulated to FieldFact members and the activities of the project adapted to take these recommendations into account. The project will attempt to implement these recommendations, within the constraints of the project management required by the GJU (GSA). Moreover, the Council should assess the take-up of their recommendations at each subsequent meeting.

Although early steps to establish the Council through the existing networks was managed adequately by the project members, further work will be required to consolidate the membership and encourage better participation of all stakeholder classes at future meetings and consultations.

Indeed, the creation of the Stakeholder Council is now understood to be a more challenging task than was originally conceived at the project proposal stage, for the two following reasons.

- The implementation of this project component has suffered from the WP1 lead partner (JRC) having staffing difficulties from months 0-6 of the project.
- Whilst the project members have a broad and complete network from which to invite potential members, selection to date has been driven by the ability of the project to interest specific persons, and propose dates when they will be able to take part in the opening meeting. It has been difficult to generate such interest in advance of the production of substantial deliverables describing the project, thus somewhat in contradiction with the project plan.



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ANNEX: REPORTING OF THE STAKEHOLDER COUNCIL MEETINGS

6.1 Reporting procedure

The Reports of the Stakeholder Council Meeting (Deliverables D1.6.x) are the main vehicles to report on the outcomes of the meeting. After a stakeholder meeting, a draft report is circulated to the participating members of that Stakeholder Council Meeting. After integration of the Stakeholder Council's members' comments and suggestions, the document is submitted for review by the GSA. A copy of the Stakeholder Council Meeting will send to the Stakeholder Council prior to the subsequent Stakeholder council Meeting.

6.2 Report of the Stakeholder Council Meeting

The reports of the Stakeholder Council Meeting contain 4 major parts:

- The **DESCRIPTION OF THE WORK CARRIED OUT** reports on the activities done in preparation of the meeting, covering the general situation, the participants, the meeting agenda and the meeting objectives.
- The **MINUTES OF THE MEETING** present an account of the various views expressed and positions taken by the stakeholders and participating FieldFact partners during the meeting. These minutes are designed to identify the statements of the participants but are not intended as a literal transcription of each and every intervention during the meeting.
- The **RESULTS OF THE WORK CARRIED OUT** covers a structured presentation and the deeper analysis of the various issues raised and discussed at the meeting.
- In **CONCLUSIONS AND RECOMMENDATIONS** the main findings of the meeting are highlighted in a condensed way and recommended actions are formulated for the project to respond of the Stakeholder Council Meeting conclusions.