

BUDAPEST, HUNGARY  
**WFO GENERAL ASSEMBLY**  
7-10 JUNE 2022

**Innovative Solutions and Business Models to Enable a  
Farmer-driven Digital Transformation of Agriculture**

Thematic session, 7 June, 16.30 – 17.15

When it comes to the food systems' transformation, which is now one of the highest priorities in the international agenda, innovation is a key driver, as a tool in the hands of farmers to improve their production patterns and support them in the achievement of sustainability: economic, social and environmental.

In the framework of the opportunities provided by innovation processes, being them not only technological, digital technologies have tremendous potential to achieve the disruptive change required in agriculture and rural development.

Internet of Things, Artificial Intelligence, Machine Learning and many others have entered the debate around innovation in agriculture with the potential to shape its sustainability in an effective way, helping farmers to adapt to or mitigate the effects of climate change or bringing about a “smarter” use of natural resources, for example.

However, their deployment puts several questions on the table, regarding the affordability and utilisation of those technologies by all farmers and the support needed to ensure that this happens.

With the promise of digitalisation lies the challenge of building a system that put farmers, from the smallest to the largest scale farmers, at the centre of the conception and scaling-up of appropriate technologies, to bridge the gap between technologies development and the effective use by farmers.

Bringing together farmers' representatives, technology provider and stakeholders active into the innovation domain, this session will look into innovative solutions and business models to enable a farmer-driven digital transformation of Agriculture.

**Agenda:**

**16.30 – 16.35 Scene Setting and Speakers Introduction by the Moderator**

- **Ruramiso Mashumba**, Zimbabwe Farmers Union
- **Carmelo Troccoli**, Director, Campagna Amica, Coldiretti IT
- **Srdjan Krco**, CEO, DUNAVNET, representing DEMETER
- **Julie Reynes**, acting CEO, Foundation for Food and Agriculture Research, FFAR

**16.35 – 16.55 Interactive Discussion**

**16.55 – 17.10 Q&A Session**

**17.10 – 17.15 Wrap up and Closing by the Moderator**

**Moderator:** *Dimitri Houtart, BBC Rural Affairs Champion*

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