



Main organiser:

CEJA - European Council of Young Farmers

Contact person:

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Website :

www.futurefoodfarmers.eu

Objectives:

To raise awareness among the general public and decision-makers about the lack of generational renewal in agriculture and support for the Commission CAP reform proposal to encourage young farmers in the sector.

Target country:

European Union

Target audience:

- European decision-makers (the European Parliament and the European Council)
- General public

Communication tools & channels used:

- Social media (Facebook, Twitter)
- Traditional media tools (press releases, articles, mailing)
- Internet

Budget: €14,520

COMMUNICATION TO STAKEHOLDERS

Title: Future Food Farmers

Quote of the Award Jury:

"An appealing mix of facts with moving personal stories of young farmers preparing for the future CAP. Whoever still thinks agriculture is an old story, should listen to their stories!"

What is the project about?

FUTURE FOOD FARMERS is a Europe-wide campaign aimed at raising public and political awareness of the impending crisis in European agriculture due to the ageing farm population. This campaign calls for generational renewal in the farming sector to be a priority of the future Common Agricultural Policy (CAP), in order to secure Europe's future, food and farmers.

How was the project implemented?

The FUTURE FOOD FARMERS campaign takes the form of a pledge to sign online, on the campaign's website. All European and national stakeholders in the food and forestry sector, consumers, politicians, socio-professional organisations and the general public are invited to sign the pledge. The goal is to reach half of the European Parliament and at least 10 stakeholder organisations per Member States (farmers' organisations, consumers, industry, retail, traders, Environmental NGOs', machinery industry, banking sector).

The result of the campaign will be the presentation of the signatures, during the CAP trilogue in 2013, to the Commissioner for Agriculture and Rural Development, Dacian Cioloş, the Chairman of the Farm Council, Simon Coveney, and the Chairman of the Committee of Agriculture and Rural development of the European Parliament, Paolo De Castro.

Why should it get your vote?

Written and video information as well as personal stories from young farmers give "Future Food Farmers" the particular personal and engaging touch. Based on a relatively small budget, the campaign increases its impact very efficiently through a mix of online and traditional communication tools combined with the outreach of CEJA's existing networks across the European Union.

