



# 2018

# ACTIVITY REPORT







**MASSEY  
FERGUSON**

IS DEDICATED TO THE FUTURE OF FARMING  
AND THE DEVELOPMENT OF PRACTICAL  
TECHNIQUES AND TECHNOLOGIES.

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Dear young farmers,

2019 is shaping up to be a big year for us all. With European elections in May, a new college of Commissioners in place at the end of the year, and negotiations ongoing for the EU budget and future CAP, there won't be a dull moment!

I am particularly keen to secure a strong budget for the CAP, and to finalise the proposal for the next life cycle of the policy.

As Agriculture Commissioner, I have made generational renewal and support for young farmers one of my absolute priorities. My conviction comes from the fact that I was a young farmer myself, and I understand the ins and outs of a life spent working on the land.

I want to do everything in my power to speed up generational renewal, because your generation is our best bet to keep EU agriculture competitive, sustainable and at the heart of our rural communities.

In our CAP proposal, I believe we have come up with a plan that can be a game-changer for generational renewal in Europe.

For the first time ever, young farmers are specifically identified as one of the nine key objectives of the CAP.

This is unprecedented and follows through on my repeated commitment to young farmers that I would keep you front and centre in my plans.

The key innovation in our proposal is a new delivery model, which will replace the existing one-size-fits-all approach with a more flexible system. Each EU Member State must design a "CAP Strategic Plan" to meet the nine key objectives, including a clear action plan for supporting young farmers and generational renewal.

At least 2% of the national direct payments envelope will have to be devoted to generational renewal. Spending today amounts to 0.8%.

Of course, a strong policy must also be underpinned by a strong budget. And I want to thank CEJA for your unwavering support for the CAP budget to be maintained or even increased. I hope you will support my plans and use your influence across Europe to help me deliver a good result.

### European Commissioner for Agriculture and Rural Development

Phil Hogan



MEP Czesław  
Adam Siekierski



### Chair of the Committee on Agriculture and Rural Development

Dear young farmers,

As the Chair of the European Parliament's Committee on Agriculture and Rural Development, I am a firm believer in the significant input young farmers provide to European agriculture.

We have examined this and many other issues over the course of 2018 in COMAGRI meetings and will continue to do so in 2019 as negotiations on the future CAP proceed.

2019 will see European Parliamentary elections in May and

new Commissioners take office in the autumn. It will therefore be a year of many changes from a political and policy perspective.

Brexit will continue to be an agenda priority for the year ahead. It will affect the European agricultural sector and young farmers too so the need to listen to all stakeholders in order to adopt the best course of action is more important than ever before.

It remains clear to me and many of my colleagues that generational renewal in farming is key to making the sector more innovative, productive, diverse and sustainable. CEJA's 60th anniversary in Ieper last December demonstrated this and I congratulate you, once again, on your celebration, achievements and contribution to the EU policy debate over the decades.

Young farmers have their finger on the sector's pulse and face its challenges daily. I am convinced that all those involved in agriculture, whether they be farmers, retailers, politicians or scientists, can work together to create a better Europe for all involved.

I look forward to cooperating further with CEJA for the remainder of my mandate in facing the hurdles that we will have to surmount because it is crucial that we act together to achieve our common objectives.





Dear young farmers,

It is an honour, once again, to address you in this foreword to CEJA's annual activity report. 2018 was a pivotal year as it marked the organisation's 60th anniversary. I was humbled to see so many CEJA delegates, past and present, from all over Europe, gather in Ieper on 4 December to celebrate what the organisation has achieved.

While the anniversary was a moment to reflect on what had passed, it also presented an opportunity to look to the future. This was conveyed through the speeches of the four young farmers at the anniversary conference who each focussed on one of the following topics: innovation, environmental sustainability, the empowerment of women in agriculture and communication. It is inspiring to see young farmers so engaged in and passionate about what they do.

2018 also saw two new member organisations join CEJA: NFU Next Generation from the UK and the Panhellenic Young Farmers' Association from Greece. Seeing CEJA's membership expand demonstrates that young farmers' organisations remain vital to rural areas and that CEJA's role in creating a forum for dialogue between young farmers and the EU institutions continues to be relevant.

The year ahead will be a busy one for CEJA, despite there being no major anniversaries on the horizon to celebrate. Discussions on the CAP will continue and the European elections in May will be decisive in how the future Policy pans out. In the run-up to the elections and after them, CEJA will carry out a broad range of activities to ensure candidates are made aware of the concerns of young farmers.

However, the outcome of the elections is also in our hands. We have been given the chance to vote so let's not waste that opportunity. You all deserve to have your voices heard and this is the time to speak up!

As I have often said, there can be no future generations without agriculture, just as there can be no agriculture without future generations. Young farmers are key to ensuring the survival of the sector and CEJA is there to help in this process. Now more than ever before, is a crucial time for fighting for the future of farming, a sector so closely woven into the fabric of Europe.

## CEJA President

Jannes Maes







**Iris Bouwers**

## How would you describe your first year as a CEJA Vice President?

My first year as a CEJA Vice President has been wonderful. I could have never imagined travelling around Europe and talking to so many European young farmers would be so great. Though for me personally, it has been a challenge to combine work at CEJA and work at home on the farm and I really needed to rely on help from my family at these moments.

It was a busy year but I'm very thankful it was busy because of opportunities to influence farming policy and to advocate for the interests of young farmers and all young people from rural areas in the European Union.

## How do you see the future of the organisation?

I realise right now that CEJA is needed more than ever. Many young farmers are struggling with the challenges they face. I hope in future that young farmers will have more opportunities to develop their farms now and in the years to come.

I think it's more or less the future of the new generation of farmers. What I've heard in the last years is that everyone is awaiting a change from us. I've heard this from other farmers, policy-makers, consumers, our neighbours and colleagues. It's our responsibility to do this and therefore our role in European farming policy should be much stronger.

## What are your plans for the future?

My plans are to find and develop my own role in agriculture. Currently I'm working with my parents in a partnership on a mixed farm with arable land and fattening pigs. I hope for CEJA to grow and continue mostly in policy work with the EU institutions and to secure a better environment for young farmers.

There will always be some share of farming policy in it: European, national, regional or local. I also want to get back to farming, to concentrate on the growth of my own farm and on innovation. Here we will need to invest a lot because it's an old manor and it's also been an investment in people who work with us and the rural community which we are a part of. It's kind of rural development on a small scale. Last but not least, my family is very important to me so I want to spend more time with them.



**Tomáš Ignác Fénix**

## How would you describe your first year as a CEJA Vice President?

I wanted to be part of this team and I'm glad that I've met these people and had the opportunity to speak up for young farmers and to work towards a good future for young farmers in Europe.

I've really enjoyed it. The last year has been an exciting period from a young farmer's point of view in Europe. We've seen the European Commission publish its CAP proposals and I look forward to working over the next number of months with the board and with the members of CEJA to ensure that young farmers' voices are fully represented within the CAP post-2020. I've enjoyed the experience of visiting other countries, understanding their types of agriculture, the challenges they face. Overall that has helped me to form my views regarding the needs of young farmers across Europe.

## How do you see the future of the organisation?

In the future, it will be important to make sure that the voices of young farmers are heard and to work on the new CAP. We did a lot of work on the CAP already, but we have to make sure that it's a good one and that it works out for young farmers because it will be more important in future that young farmers are interested in entering the sector. We have to give them all our help to do so.

I think CEJA has a very bright future. There's even more need for CEJA than there was in the past. CEJA is a very important vehicle to bringing all the different member organisations under one umbrella, to get a certain amount of unity in the voice on behalf of young farmers, and for us as a board to be able to effect change on behalf of European young farmers.

## What are your plans for the future?

I want to take over the farm from my brother and make sure that in the years to come I can one day pass on a good farm to the next generation.

I look forward to continuing in my role as Vice President of CEJA for the remainder of my term. I look forward also to continuing my farming career and to developing my farm further. I, like any other young farmer, face challenges in my ability to do that and a lot of the external factors are going to have an impact on that over the next year, particularly Brexit, considering the closeness of Ireland to the UK in terms of the trading partnership, but also access to credit.



# Organisation

CEJA, the European Council of Young Farmers, was founded in Rome in 1958 when young farmers' organisations from the six initial Member States of the European Coal and Steel Community (ECSC) set up a "Comité d'Entente". The organisation's main aim is to represent the interests of young farmers to EU institutions and stakeholders. CEJA's membership is composed of 31 national organisations and one associate member. It stands for around two million young farmers across 22 Member States and Serbia.

In brief, CEJA:

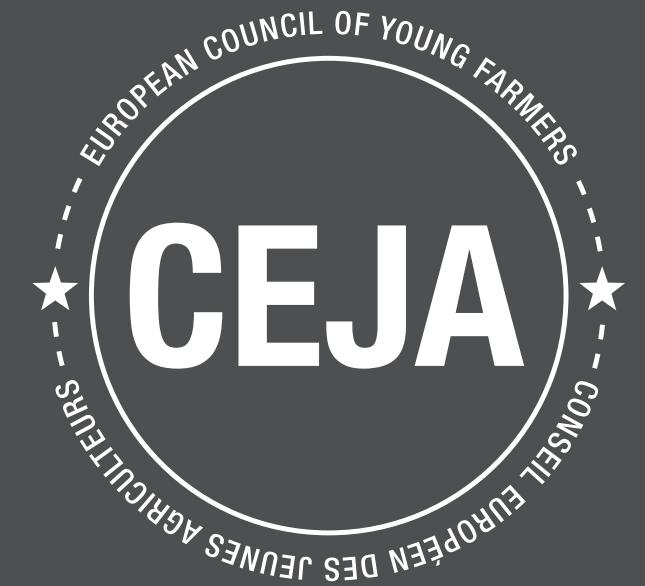
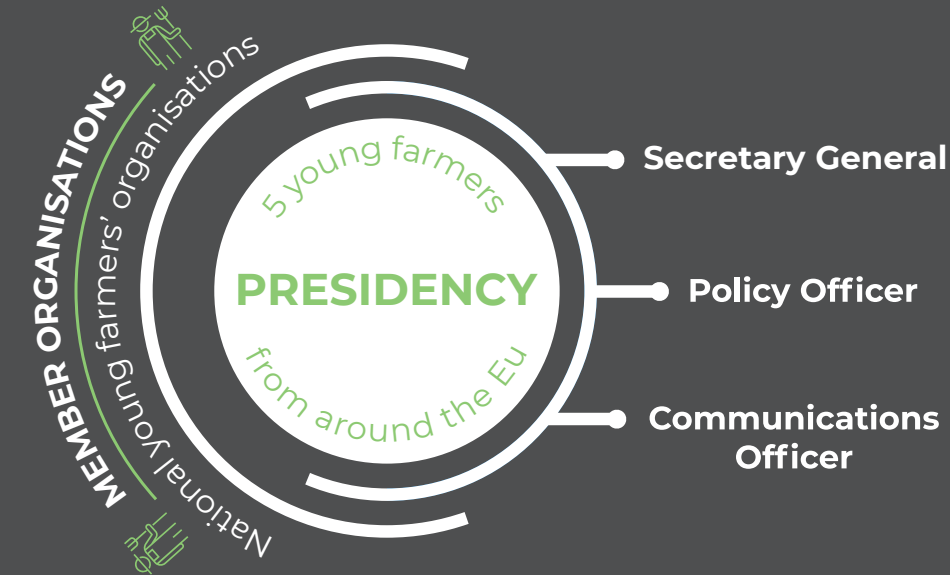
- Raises the issue of generational renewal in agriculture to the general public, key decision-makers and other stakeholders;
- Acts as a facilitator in discussions between stakeholders across the food chain; and
- Provides a networking platform for young farmers in Europe to exchange views on farming, policy perspectives and agricultural matters.

# Structure

CEJA is a non-profit international organisation based on democratic principles. It is led by a Presidency (one President and four Vice Presidents) that is elected every two years by the organisation's General Assembly. CEJA members meet regularly during working groups organised in Brussels and seminars held around Europe. Alongside its member organisations and Presidency, CEJA also has a Brussels-based Secretariat. The Secretariat is composed of the Secretary General who oversees the day-to-day management of the office, a Policy Officer and a Communications Officer.

The Secretariat:

- Monitors EU legislation and policy developments in agriculture and other EU matters;
- Liaises with European institutions including Commissioners' Cabinets, MEPs, Member States' Permanent Representations to the EU, and other European decision-makers and stakeholders; and
- Carries out lobbying, advocacy and campaigning activities in order to further CEJA's cause.



Over the course of 2018, CEJA organised six working groups in Brussels, including the Presidium, a staff workshop and a working group and extraordinary General Assembly for CEJA's 60th anniversary. Three working groups and seminars took place abroad: one in the UK, one in Slovenia (including CEJA's annual General Assembly) and one in Czechia.

A wide variety of issues were discussed by delegates at these meetings including the CAP reform, Brexit and Unfair Trading Practices (UTPs), as well as the comprehensive revision of CEJA's internal regulations. CEJA's working groups were also an opportunity for delegates to interact with stakeholders from around the EU invited to give presentations on relevant topics.

In November, CEJA signed a partnership agreement with DeLaval, the dairy machinery provider. The collaboration will continue into 2019. The organisations had previously worked together on the 'European Young Farmers: Building a Sustainable Sector' report, launched at the European Parliament in September 2017. CEJA also continued its collaboration with Massey Ferguson, the agricultural machinery manufacturer.

In December, CEJA celebrated its 60th anniversary in Ieper, Belgium. 200 guests were present, including 90 young farmers from around Europe. Participants attended a conference, cocktail reception with products from young farmers and a photography exhibition, the Last Post Ceremony at the Menin Gate and a gala dinner.





# LETTER FROM THE SECRETARIAT

Dear members,

It has, once again, been a pleasure to work with you over the past year. CEJA had a packed agenda in 2018 including discussions concerning the CAP reform and the celebration of the organisation's 60th anniversary. It is thanks to your dedication and persistence that CEJA continues to successfully make the voices of young farmers heard in the EU policy arena and further afield.

The CEJA Secretariat underwent some changes in 2018. Natalia Skupska, CEJA's Project Manager and Kevin Daly, CEJA's Communications and Projects Assistant, left the organisation. Marion Picot, CEJA's current Policy Officer, joined CEJA in August after having completed a traineeship earlier in the year. The Secretariat also welcomed two other trainees in 2018: Agathe Duval (January – May) and Mariana Debernardini (September – December).

2019 is shaping up to be very busy as well. We will continue to discuss the CAP reform in our working groups in Brussels and at our seminars in Italy (March) and Sweden (June). Brexit is also high up on the agenda. 2019 sees two new member organisations join the CEJA community: NFU Next Generation (UK) and the Panhellenic Young Farmers' Association (Greece). It is always a pleasure to welcome more young farmers to CEJA as it broadens our diversity and the scope of our discussions.

2019 will be a year of elections, both internally and externally. CEJA members will elect a new board in June. In May, the European Parliamentary elections will occur and in the autumn a new Commission will take office. It is also a year for further collaborations, with our sponsors, Massey Ferguson

and DeLaval, and with other organisations including Rural Youth Europe with whom we are hosting a week-long study session on the democratic process in February.

We look forward to working with you in 2019 and don't forget to stay in touch!

**Alessia Musumarra** Secretary General

**Marion Picot** Policy Officer

**Fiona Lally** Communications Officer





**Senior Vice President, Corporate Communications and Sustainability**

Dear young farmers,

The 2018 collaboration with CEJA has been truly inspirational. Like CEJA, DeLaval is committed to supporting the future of farming and that means supporting young farmers. It is of vital importance that we listen to their needs and expectations in order to support them in the best possible way. Throughout 2018, we participated together in events across Europe. This included a joint panel discussion at EuroTier in Hannover where we looked specifically at 'Building a sustainable sector'. This followed on from a joint survey we conducted with CEJA in 2017 on the same topic.

In December we had the pleasure of attending CEJA's 60th anniversary in the Belgian town of Ieper. The event was attended by European young farmers, politicians, academics, key stakeholders and the media. It was an inspirational day with many speakers addressing the importance of supporting young farmers in their important task of producing more sustainable food to a growing population whilst keeping EU agriculture competitive. We will continue our collaboration with CEJA into 2019 and this will include an event at our own Hamra Farm in Sweden where we will tackle topics around innovation and new technology supporting sustainable development.

DeLaval is a full-line supplier to dairy farmers worldwide. The company develops, manufactures and markets equipment and complete systems for milk production and animal husbandry. Service and sales of a wide range of accessories are also key aspects of DeLaval's operations. The company supplies highly efficient system solutions for milking, herd management, animal traffic control, feeding, manure handling, ventilation and energy recovery. Our goal is to reduce the environmental footprint on farms, while improving milk production, farm profitability and the wellbeing of the people and animals involved.

Agriculture is a sector for the future with many challenges but also opportunities. We are committed to contributing by providing dairy farmers with resource-efficient products that improve animal welfare and productivity. By offering products and services with the latest technology we contribute to making farming an attractive profession for young people. This is especially important given the challenge of attracting and keeping young people in our sector.

Dear young farmers,

It has been a pleasure to continue Massey Ferguson's key sponsorship of CEJA in 2018. Over the last six years, our partnership with CEJA has gone from strength to strength, driven by our shared vision to secure the success of the new generation of farmers. As one of the world's leading agricultural machinery brands, we are fully committed to encouraging and promoting young farmers in their endeavours to produce food efficiently, sustainably and profitably.

Massey Ferguson is proud to have celebrated its 60th anniversary in the same year that CEJA reached the same significant milestone. With vision from the very beginning, Massey Ferguson pioneered and developed key advances in farm machinery. Developing appropriate, dependable solutions that farmers need to run successful and profitable businesses. Creating more value any single day.

Recent years have seen a complete rejuvenation of the full-line of multi-award-winning MF tractors, harvesting machinery, hay and forage tools, materials handling equipment and support services. From 2014, the MF 4700, MF 5700 and MF 6700 Series were launched – the first conventional tractors to be completely reengineered for the 21st century. In 2017 the all-new MF IDEAL combine was unveiled, signalling a radical new direction for harvester development. IDEAL won multiple industry accolades and proved its exceptional abilities in the field this year. A new generation of advanced grass and forage equipment was also introduced, confirming our commitment to meet the farmer's machinery needs precisely. To mark our Diamond Jubilee year, Massey Ferguson and its dealer network organised a number of promotions, special editions and memorable events including Birthday Open Days and Open Evenings and a celebratory tractor run which showcased 60 MF tractors to represent 60 years of innovation and progress.

Congratulations to CEJA on its 60th anniversary, and the spectacular celebration held in Ieper, Belgium, which brought young farmers from across Europe together with politicians, academics, industry stakeholders and the media. Massey Ferguson is a highly active supporter of young enterprise in agriculture and gets involved with national young farmers' organisations throughout Europe. As well as support for their activities and events, we also provide specific programmes in local markets such as special finance offers on the purchase of new MF machinery.

Collaboration with young farmers' movements is central to our support and understanding the agricultural community – we have thoroughly enjoyed welcoming large groups of young farmers to our European headquarters in Beauvais this year. We are committed to the future of farming and to the development of new techniques and technologies, which are embraced and progressed by young farmers. 60 years into the history of Massey Ferguson and CEJA, our partnership is more important than ever as the next generation of farming pioneers steps forward into the industry. Our best wishes to CEJA and its members for continued success!

**Vice-President and Managing Director,  
Massey Ferguson, Europe and Middle East**



**Thierry  
Lhotte**





CEJA celebrated its 60th anniversary on 3 and 4 December 2018 in Belgium. On 3 December, young farmers and CEJA delegates from around Europe attended a working group and extraordinary General Assembly in Brussels where they unanimously approved the observer membership of two new organisations: NFU Next Generation (UK) and the Panhellenic Young Farmers' Association (Greece).

The following day began with a farm visit in Flanders, in the north of Belgium, followed by a conference dedicated to young farmers in Europe. Speakers included EU Commissioner for Agriculture and Rural Development Phil Hogan, Austrian Director-General for Agriculture and Rural Development Johannes Fankhauser, Chairman of the European Parliament's Committee on Agriculture and Rural Development Czesław Siekierski, and Jerzy Plewa, Director-General at DG AGRI. Four young farmers were invited to speak on specific topics and a panel discussion ensued.

"As much as we have evolved as an organisation over the past 60 years, we have stayed one in our diversity. Diverse in our background, language, types of production and scale. But especially one in our dreams, ambitions and in the challenges we face. The European agricultural debate has also changed over the years. It is our responsibility as young farmers to continue to take an active role in these discussions," said CEJA President Jannes Maes.

Commissioner Hogan said: "It is my honour to be here with you in Ieper today to celebrate your 60th anniversary [...] I was a young farmer myself, and I understand the ins and outs of a life spent working on the land [...] I want to do everything in my power to speed up generational renewal, because your generation is our best bet to keep EU agriculture competitive, sustainable and at the heart of our rural communities."

After the conference, the 200 or so guests that included politicians, stakeholders and farmers, were invited to sample products provided by young farmers and view a photography exhibition with the theme of Farming for the Future. They then made their way to the Last Post ceremony, a nightly event at Ieper's Menin Gate that commemorates those who gave their lives for Belgium's freedom in the First World War. The gala dinner that followed was held in the town's iconic Cloth Hall.





CEJA's 60th anniversary conference opened with speeches from Jannes Maes, Phil Hogan, Johannes Fankhauser and Czesław Siekierski. Final words were delivered by Jerzy Plewa.

In between, four young farmers were invited to take the floor and speak about a specific topic:

Matic Vizjak from Slovenia spoke about innovation and how, after years of travel, he returned to his family farm and created Chilli Wine, the first spicy wine in the world. He said: "To make wine with chilli is easy to say and it's nice to hear, but I was confronted with a lot of different obstacles. These came from the outside world, from people who loudly disagreed with that kind of treatment of wine. When everything goes smoothly in your life, when everything goes smoothly in your business, you don't really learn much. You learn when you fail because you don't want to fail again. You want to try again and think about what you did wrong the first time. Taking risks doesn't make any difference to me. I'm not afraid of taking risks, I'm rather encouraged or excited to take risks because I know that I will learn something new."

Alice Cerutti from Italy spoke about environmental sustainability and how she gave up her career in marketing to become a rice farmer. Her mission is to farm in a different way, combining environment, production, history, tourism and didactics, as well as the economic sustainability of the farm. She planted 5,000 trees on her farm, created over 10km of ditches around the fields to preserve biodiversity, and planted flowers on the fields' margins. "Diversifying our activity on the farm, so in terms of income, schools, tourism, bird watching and selling our produce directly, allowed me to have a diversified income. But I think that doing something that maybe not a lot of other people would do can also give you real, enormous satisfaction," she said.

Emilia Astrenius Widerström from Sweden spoke about the empowerment of women in agriculture. She works on a dairy farm and is President of the Swedish young farmers' organisation LRF Ungdomen. She explained her experiences in the sector and the challenges women face daily. "As a woman, I have fought for my place sometimes, and my knowledge as well. We have been working and talking about gender equality, but we have a long road ahead of us. Gender equality is achieved when girls and boys, men and women, have the same opportunities and have the chance to shape their lives themselves and contribute to society's development. This needs a fair distribution of power, influence and resources in society," she said.

The last speaker to take the floor was Etienne Fourmont from France who discussed communication toward citizenship. He is active on social media. His YouTube channel has 4,000 subscribers and is growing. His videos are about farming and act as fact-checked responses to people who criticise agriculture using invalid arguments. "We do the best job in the world. I wanted to share this on social media. People want to understand our profession and what we do, and I try to talk to future consumers. People don't know how food is produced. If the message comes from the farmer, they will know that the farmer is being honest as he or she is on their farm and alone, therefore the message is truthful and will come across much more effectively," he said.

Angelo di Mambro who moderated the event summed up the interventions as follows: "These stories are stories of common people, young farmers, but also stories of pioneers and frontrunners: young farmers doing something inspirational. The four keywords for the future of CEJA are innovation, sustainability, empowerment and communication. The stories that inspired us today show that we are not only talking about dreams, these keywords are about the real world and they are breaking through already."





“

CEJA to me means  
to make a change.

- Robert Zahrl - (CZ)

“

To speak and learn  
with our colleagues.

- Anja Mager - (SI)

“

CEJA represents  
our people.

- Naomi Martino - (FR)

“

CEJA is a chance to  
meet each other.

- Gergely Király - (HU)

“

CEJA is a group of  
innovative people.

- Heikki Huhtanen - (FI)

“

A place where we  
can build Europe.

- Marián Glovaťák - (SK)

“

CEJA is a great  
opportunity to  
connect people  
around Europe.

- Veronica Barbati - (IT)

“

Bringing together  
a multitude of  
different views,  
different ambitions.

- Simon Gadd - (UK)

“

Sharing meanings  
and  
opportunities  
together.

- Thomas Niederhauser - (AT)

“

An organisation  
that tries to make  
connections with  
farmers.

- Vitezslav Skoda - (CZ)

“

CEJA is a place where  
we can share our  
thoughts as young  
farmers from Europe.

- Samuel Masse - (FR)

“

CEJA is a place to  
increase relations  
and  
collaboration.

- Jullien Caillard - (FR)

“

CEJA helps us fight  
for the future of  
farming.

- Kathrin Muus - (DE)

“

CEJA is a big family.

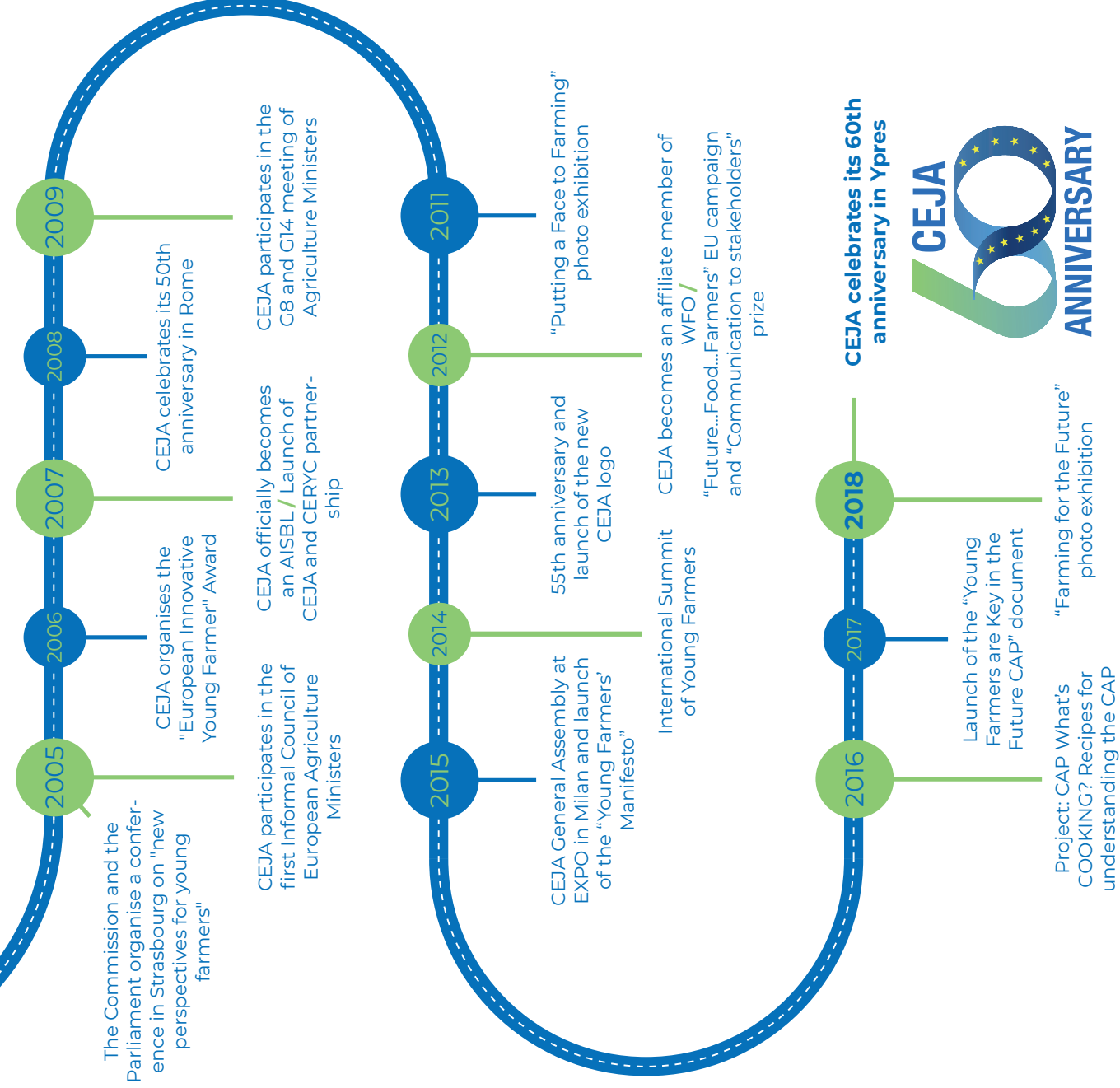
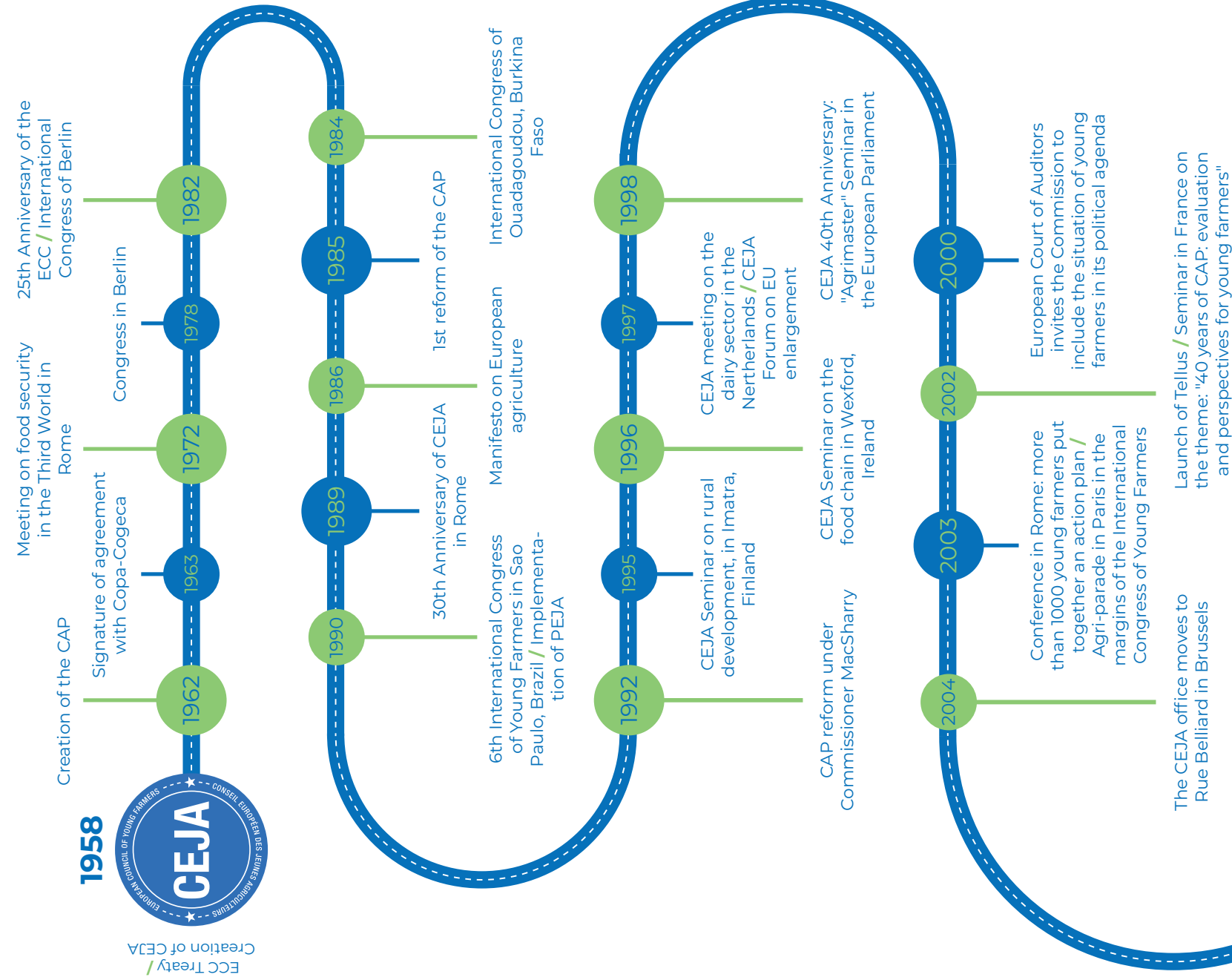
- Simon Wancke - (SE)  
- Salvatore Borruto - (IT)  
- Milan Jurky - (SK)

**What does CEJA mean to you?**

**What does CEJA mean to you?**



# CEJA TIMELINE





# CEJA POLICY PERSPECTIVES

CEJA's efforts in the EU policy arena over the past year have focussed primarily on the future CAP. CEJA's working group in April, for example, included an exchange on the CAP's new delivery model with Tassos Haniotis, Director of Economic Analysis, Perspectives and Evaluations, and Communication at DG AGRI. The working group and Presidium in June saw Kevin Keary from Commissioner Hogan's cabinet give a presentation about the young farmers' measures in the CAP proposals.

Other speakers at working groups included Breffni Carpenter from the Irish Department of Foreign Affairs and Trade in Brussels who provided an overview of international trade and Brexit, as well as Tomás García Azcárate from the Instituto de Economía, Geografía y Demografía who spoke about risk management tools in agriculture.

## All of these discussions fed into CEJA's internal position on the future CAP:

**BUDGET:** The proposed cuts in the next Multiannual Financial Framework (MFF) are incompatible with the higher level of ambition that young farmers, policy-makers and consumers await from the agricultural policy of the European Union.

**NEW DELIVERY MODEL:** The Commission must provide clear guidelines for the Member States on how to maximise young farmer support and invest in an efficient working structure to review and assess the Strategic Plans.

**YOUNG FARMER TOOLS:** CEJA calls for the ring-fencing of funds for young farmers to increase from 2% to 4% in Pillar I.

**DIRECT PAYMENTS:** CEJA advocates for the full recognition of the principle of active farmer as a way to strengthen the fair distribution of direct payments and supports a voluntary approach when it comes to environmental and climate-related measures.

**RISK MANAGEMENT TOOLS:** The proposed framework in the future CAP is too voluntary. There must be a more comprehensive list of risk management and insurance measures, to be complemented with a strong Common Market Organisation (CMO) guaranteeing better protection when crises occur.

# CEJA EXTERNAL AND INTERNAL REPRESENTATION

The CEJA Presidency represents the organisation externally. Its members spoke at and attended many events over the course of 2018, both in the EU and further afield.

Some highlights included CEJA President Jannes Maes attending the Informal Council meetings in Bulgaria and Austria and participating in a panel discussion at the 2018 EU Agricultural Outlook Conference. CEJA Vice President Iris Bouwers delivered a keynote address at FAO's Symposium on Agricultural Innovation for Family Farmers and CEJA Vice President Tomáš Ignác Fénix participated in 'The role of parliaments in shaping the future of food and farming' in Croatia.

The CEJA Secretariat regularly attends the European Parliament's COMAGRI meetings and AGRIFISH Council debriefs in order to better inform member organisations about changes in EU agricultural policy, as well as to perform lobbying activities. This year the Secretariat also presented CEJA to young people involved in agriculture from Australia, Northern Ireland, China and France.

CEJA keeps its members informed on policy updates, EU news and more through its social media channels and weekly newsletter. Facebook, Twitter, Instagram and LinkedIn allow for the quick dissemination of details on developments concerning CEJA activities, while the internal newsletter provides members with up-to-date information on EU agricultural matters as well as CEJA news.







CEJA's communications strategy is evolving in line with the organisation's aims to find new ways of interacting with its members and the general public. Visitors to CEJA's social media profiles increased throughout 2018. Its Facebook and Twitter accounts are updated regularly, as are Instagram and LinkedIn. CEJA also sends a weekly newsletter and publishes press releases that it sends to journalists around Europe. In 2018 CEJA launched a web page dedicated to its 60th anniversary.

In terms of communications goals for 2019, CEJA is planning a social media campaign to raise awareness about the needs of young farmers in the run-up to the European elections in May. The organisation also aims to comprehensively update its website.



**Twitter: 4,531 followers**



**Facebook: 4,895 page likes**



**Instagram: 275 followers**



**LinkedIn: 394 followers**



**CEJA website: 45,703 visitors**



**Newsletters: 42**



**Press releases: 14**

## Projects



**Creating Entrepreneurs in Food**

**Short food supply chains for innovative young farmers**

The Creating Entrepreneurs in Food project aims to boost innovation and entrepreneurship in rural communities by encouraging and preparing aspiring entrepreneurs to implement short food supply chains. In 2018 the project partners continued to work towards producing an accredited course on entrepreneurship for food producers and an interactive online forum to stimulate the exchange of knowledge and best practices.



**Sustainable Entrepreneurship based on Multifunctional Agriculture II**

**New resources for sustainable multifunctional farming**

SEMA II builds on the work of a previous Erasmus+ project to promote and support rural entrepreneurship and improve the viability of multifunctional agriculture through high-quality learning materials targeted at young farmers and family farm managers, with a specific emphasis on video- and audio-based educational tools.



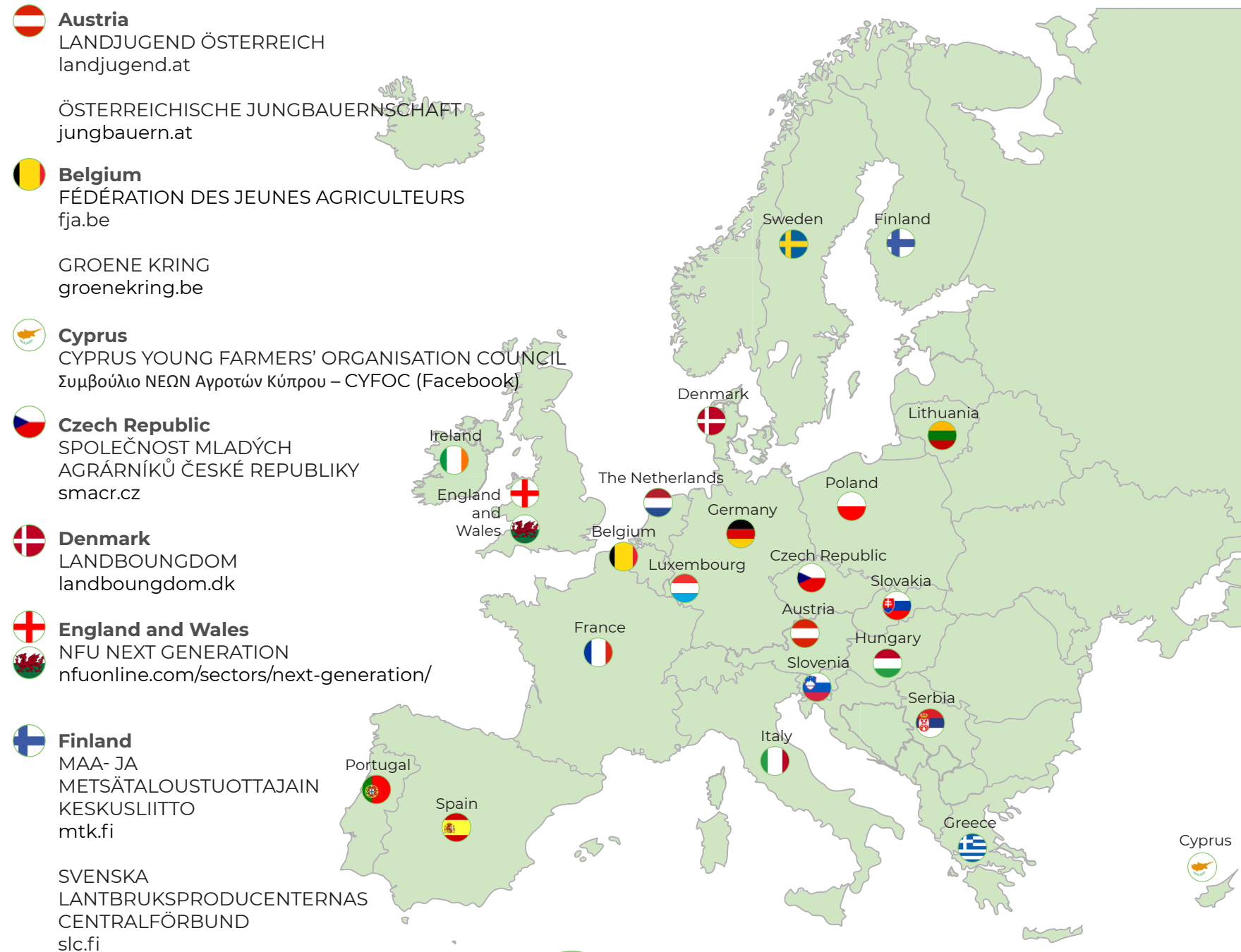
**Erasmus+ Operating Grant**

In 2018 CEJA was again successful in securing funding under the European Union's Erasmus+ programme for a Framework Partnership Agreement. This operating grant ensures structural support for European non-governmental organisations active in the field of youth. Specifically for CEJA, the Erasmus+ funding supports its work to foster the active engagement of farmers in EU-level decision-making.

## Civil Dialogue Groups and Market Observatories

Civil Dialogue Groups (CDGs) provide an opportunity for the European Commission and stakeholders to hold regular interactions on issues relating to the CAP and its implementation throughout Europe. In 2018, applications were opened for the 2018-2020 period for CEJA's 69 seats across the 13 groups and a new cohort of experts was selected. Over the course of the year CEJA experts also participated in EU Market Observatories, with two seats in each of the milk, crops/cereal and sugar meetings and four for meat. The aim of the Market Observatories is to review market data for each of the abovementioned sectors.





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nfuonline.com/sectors/next-generation/

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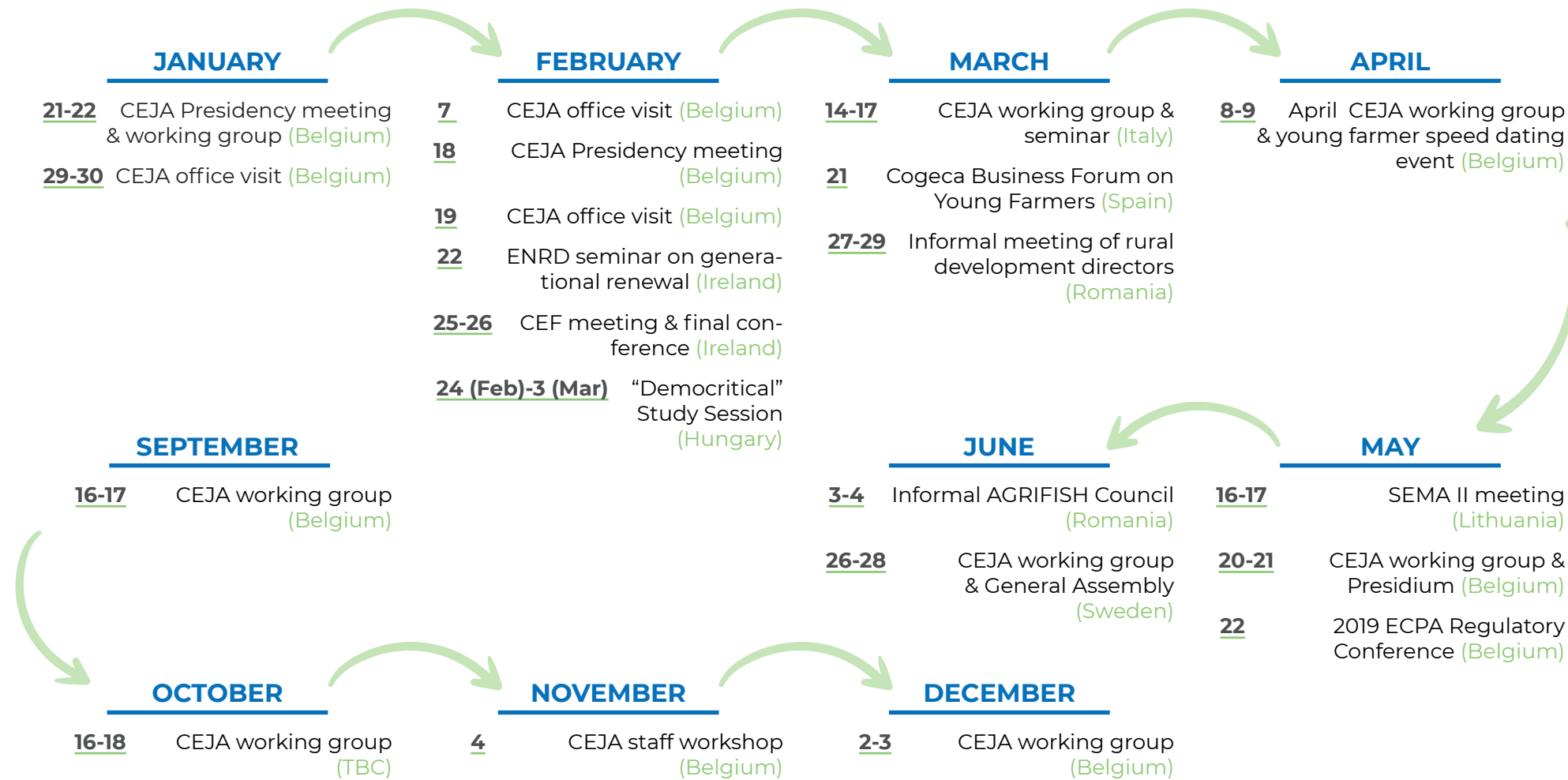
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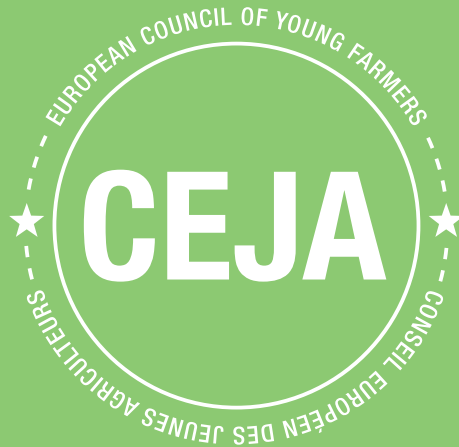
# CALENDAR FOR 2019



At DeLaval everything we do is about farming, and every solution we develop starts from a farmer's perspective. After all, when it comes to the future, it all revolves around you.

IT ALL REVOLVES AROUND YOU





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ceja.eu

### OR CONTACT THE CEJA SECRETARIAT DIRECTLY:

**ALESSIA MUSUMARRA**

Secretary General  
a.musumarra@ceja.eu

**MARION PICOT**

Policy Officer  
office@ceja.eu

**FIONA LALLY**

Communications Officer  
pressofficer@ceja.eu

### EUROPEAN COUNCIL OF YOUNG FARMERS

67, Rue de la Loi  
1040, Brussels  
Belgium

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