

Candidacy for European Regional Representative at ISPA

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Vision Statement for serving in this role

Precision agriculture means making the best possible decision, in the right place, at the right time. That could be a very simplified definition of Precision Agriculture. For more than three decades acting as Professor at Universitat Politècnica de Catalunya, this topic has been one of my main concerns. Most of my research activities have been focused in the development of new technologies and in the implementation of already available technologies to improve the situation of global agriculture, with special emphasis in helping end-users – farmers.

New technologies and education must run in parallel. Precision Agriculture experienced an enormous development in the last decade all around the world. However, there is still an important gap between research and the degree of adoption of these amazing new developments. Farmers in general need educational support, adequate extension services and, in most cases, tailored economical evaluation of their situation, especially for SME. According the European Commission, 67% of European farms have less than 10 ha. Consequently, it is required to make actions to increase the degree of adoption of new technologies. Slogan of the next European Conference on Precision Agriculture – ECPA 2025 (Barcelona, July 2025) which I have the honor to organize is *Precision Agriculture, a reality for everyone*. In this sense, the newly assigned EU project RENOVATE, totally focused in the use of new technologies to increase education quality in agricultural sector, will be coordinated by me. The project includes 17 partners from 9 EU Member States and will start May 2024 for a 4 years period.

As per my previous experience being expert member of EU Focus Group on Precision Farming, a selected group of experts created by the European Commission; considering my large and extended network all around the world, but specially with all the research centers, academic institutions and authorities in Europe linked with the topic of precision agriculture; having in mind the large and fruitfulness relationship with private sector (agricultural machinery manufactures, national and European societies as CEMA and AGRIEVLUITON); considering also my large experience and background as researcher in the topic of precision agriculture; taking advantage of my active participation at the recently created EUPAF – European Precision Agriculture Task Force; and considering my large experience and relationship with a large group of institutions in USA, I think this large experience could be useful to enlarge relationships between ISPA and Europe in general.

Promote actions trying to incentive participation of new researchers, maintain and increase participation of private industry, improve relationships with local and EU authorities, especially Policy makers, take advantage of latest development of amazing and important EU projects focused on the topic of Precision Agriculture, will be main action lines of the European Representative at ISPA.