

### **Workshop 1:**

**Manfred Bötsch (Director of the Federal Office for Agriculture) and  
Hansjörg Walter (President of the Swiss Farmers' Union)**

*New Challenges for Swiss Agricultural Policy  
Schweizer Agrarpolitik vor neuen Herausforderungen*

The Director of the Federal Office for Agriculture and the President of the Swiss Farmers' Union will each address the question of future agricultural policy in Switzerland from their own point of view. Are there common aims and desires among farmers, the administration and policy? Where are possible areas of conflict? What are the new challenges at a national and international level? How is Swiss agricultural policy likely to develop in the future and what are the hopes and expectations among politicians and farmers themselves?

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### **Workshop 2:**

**David Nevill (Head of Plant Science Development, Syngenta Crop  
Protection AG) and  
Martin Ott (Member of the Board of the Research Institute of Organic  
Agriculture and Committee Member of BIO SUISSE)**

*New Agriculture, new Technologies?  
Neue Landwirtschaft, neue Technologien?*

This workshop will address the question of the possible contribution of research and new technology towards meeting the challenges that agriculture will have to face in the 21<sup>st</sup> century. These challenges include: population growth, demographic changes, a tight government budget, a rise in the number of undernourished and overweight people, less water, the need to increase harvests, rising environmental pollution, a fall in the quality of soils and water, the threat to natural habitats, climatic changes, energy supplies, etc. Possible solutions comprise: organic pharmaceuticals and biological energy sources as new production options for agriculture. What kind of technology will be needed in the agricultural sector? What will be the role of new technology in agriculture in the various parts of the world? In Switzerland the focus will be on awareness, market position and the potential of new technology, in particular genetic engineering.

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### **Workshop 3:**

**Stefan Flückiger (Deputy Head of Economic Policy for the Migros Cooperative) and  
Liselotte Steffen (Vice-President of the Consumers' Association)**

*Retailers, Consumers and new Agriculture  
Detailhandel, Konsumenten und neue Landwirtschaft*

Switzerland is in a situation that is the only one of its kind in the world. Two leading retailers which each enjoy a large market share are seriously engaged in promoting the values and services of a multifunctional agricultural sector and centre their marketing around this principle. This strategy is worthy of note. Consumers might well want products that are first and foremost not expensive. At least one segment of the public welcomes this marketing strategy, however, and is prepared to pay the necessary price for food that has been produced in an environmentally friendly way and is of high quality. The strategic option of hard discount presents new challenges to established retailers as well as to consumer organisations. What are the consumers' real interests that need to be satisfied and defended? Quality and environmental considerations above everything else, or the availability of food at the lowest possible prices? Or a combination of both?

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### **Workshop 4:**

**Wendy Peter (organic farmer) and  
Mario Lütolf (Marketingdirector of the Centraltrain, former Director of  
Lucerne Tourist Office)**

*New Agriculture, cultivated Landscape and Tourism  
Neue Landwirtschaft, Kulturlandschaft und Tourismus*

According to the article on agriculture in the federal constitution (Art. 104), agriculture in Switzerland is entrusted with an important role regarding care of the rural landscape and thus the landscape of the country in general. Agriculture gives the landscape its character. And last but not least, this role is the basis for direct payments by the state to Swiss farmers. What does the landscape and taking care of it imply in the farmer's daily routine? What is the importance of this care of the landscape and the landscape *per se* to Switzerland as a tourist destination, not only in the mountains but in other areas too? What are the national and international challenges in this respect? Where are there contradictions and potential conflict?