

# How technology makes the agricultural sector more attractive to young farmers



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# Youth and agriculture in EU and over the past decade

- The aging and the scarcity of young entrepreneurs in agriculture, resulting in the lack of turn-over, was a common problem in all developed countries (Franco Sotte, Anna Carbone, 2005).
- The rural exodus has been virtually completed in the past decades, being the agricultural employment often below 5% (Franco Sotte, Anna Carbone, 2005).

# Youth and agriculture in Italy: current state

- The attraction of young people to agriculture born from a need felt after years of economy based primarily on financial speculation and the difficulty in finding employment in other sectors (Michele Ciceri, 2013).
- In Italy, all activities of the agricultural area have seen strong growth in recent years, reaching the top of the 4.7% of the value added of the sector (Roberta Gavioli, 2015).
- MiPAAF rewards with 70 000 euros youth established with fields.

# Youth and agriculture in Italy: associations

- **Coldiretti Giovani Impresa** aims to support, enhance and tell young people who have made the food industry their choice of life and work
- **Associazione Giovani Imprenditori Agricoli (Agia)** facilitating the integration of young people in farming and to encourage young farmers who already operate.
- **Slow Food Youth Network (SFYN)** uniting groups of active young Slow Food members from all over the globe into one international network.

# Youth and agriculture in Italy: projects

- The "Terre Originali" project aiming to bring young people to the land by giving them the chance to win a tender for the concession of some farmland. The winner will achieve a land for three years without charge and assistance. Excellent opportunity to address three problems: **wastelands, youth unemployment** and **generational change**.

# Technology and the involvement of youth in agriculture (1)

- The use of **high speed internet** connections since the use of information allows better management of farms
  - favoring the realization of data transmission networks
  - promoting contacts with companies spread around the world → exchange of best practices and/or the identification of agricultural techniques most suitable (MIPAAF, 2010)
  - Useful for e-commerce to direct sell of agricultural products

# Technology and the involvement of youth in agriculture (2)

- The use of **farmers drones** → Technology allowing the leap towards a "precision agriculture". A hobby like to pilot the drones will soon become a real job. The target is the young entrepreneurs on which aims to help raise youth employment in Italy (Roberta Gavioli, 2015).
- The setting of **web cams** used by young farmers to control the livestock remotely.



# Technology and the involvement of youth in agriculture (3)

- Start ups leaded by youth and supported by universities (e.g. Politecnico of Torino) put in practice new methods controlling several parameters (such as water) and pests (*Waterview, Resolving, iXem, Microla, Evolvea e ItalianID*)

# Remaining challenges

- Engage more actively young people into discussions, conferences, seminars to decrease their lack of involvement in the agricultural sector

# Conclusion

- Technology has an potential role attracting youth into the agricultural sector
- Government incentives are crucial to boost youth presence in the agricultural sector
- Universities play an essential role to boost start ups leaded by youth
- It is important to include youth in all kind of discussion about agriculture to sensitize them

# Thank you for your attention!

