

Strengthening competitiveness, resilience and fairness in EU agriculture (draft report discussed in the EP Agriculture Committee, July 2026)

Summary for the field of agricultural advisory services and AKIS

1. Competitiveness is based on knowledge

The report highlights that the future competitiveness of European agriculture will no longer be based primarily on subsidies, but on:

- knowledge transfer,
- innovations,
- digitalization,
- **counseling,**
- **collaboration between research and practice.**

This means further strengthening the **AKIS (Agricultural Knowledge and Innovation System)** .

Importance for our work

This confirms the orientation advocated for many years by SEASN, EUFRAS and IALB – that quality advisory services are one of the key factors of competitiveness.

2. Advisory services are becoming a strategic public service

The report repeatedly emphasizes the need to:

- independent advice,
- professional training of consultants,
- continuing education,
- rapid transfer of innovations to farms.

It no longer speaks simply of support activities, but ***considers advisory services as part of the resilience of European agriculture.***

What does this mean?

This is a very important political signal for:

- national governments,
 - ministries,
 - financing of public advisory services.
-

3. Generational renewal

Special emphasis is placed on:

- young takeovers,
- easier access to land,
- financing initial investments,
- mentoring,
- advising on farm takeovers.

agricultural advisory activities

This directly aligns with the guidelines of the IALB–EUFRAS–SEASN 2026 conference in Radenci , where we emphasized generational renewal, youth, and women in agriculture.

The report further confirms that advisory services will play an important role in accompanying young farmers throughout the entire take-over process.

4. Greater role for women

The report acknowledges:

- the important role of women in rural areas,
- the need for greater representation in decision-making,
- access to advice,
- entrepreneurship.

This coincides with our key messages at the conference.

5. Digitalization

The European Parliament stresses:

- artificial intelligence,
- satellite data,
- precision agriculture,
- digital tools,
- data interoperability .

He points out that digitalization must be supported by consulting.

This means:

Digital tools alone are not enough – the people who help farmers use them remain key
.

6. Innovation

The report calls for:

- stronger networking of researchers,
- consultants,
- companies,
- farmers.

This is a practical continuation of the concept:

- Horizon Europe ,
 - EIP-AGRI,
 - Operational Groups ,
 - Living Labs .
-

7. Less administration

Great emphasis is placed on:

- simplifying the rules,

- reducing bureaucracy,
- **greater trust in farmers.**

The report specifically emphasizes that advisory services can reduce the administrative burden.

8. Climate change resilience

The European Parliament stresses:

- climate adaptation,
- risk management,
- water resources,
- soil conservation,
- biodiversity.

It reiterates the importance of quality advice for implementing these measures.

9. Market position of farmers

The report aims to strengthen:

- the bargaining power of farmers,
- **cooperatives**,
- **producer organisations**,
- **a fairer distribution of added value**.

This is also important for consulting services, as they will have to pay increasing attention to business economics, marketing, and business decision-making.

What it means for advisory service networks such as SEASN, EUFRAS and IALB

The report very clearly confirms the guidelines that the networks have been advocating for many years:

- ✓ *professionalization of consultants,*
 - ✓ **knowledge certification (e.g. CECRA),**
 - ✓ *international cooperation,*
 - ✓ *continuous training,*
 - ✓ *integrating research into practice,*
 - ✓ *strengthening AKIS,*
 - ✓ *support for young people and women,*
 - ✓ *digital consulting,*
 - ✓ *more public investment in advisory systems.*
-

Opportunities

The document represents an opportunity to specifically strengthen the following in the preparation of the national CAP strategic plan after 2027:

- **public agricultural advisory service as a central part of AKIS,**
- **a system of continuous professional development of advising (e.g. according to the CECRA model),**

- **digital transformation of consulting using artificial intelligence and data platforms,**
- consulting for young entrepreneurs and women on farms,
- closer cooperation between research institutions, educational institutions and advisory services,
- international networking through networks such as SEASN, EUFRAS and IALB.

Key finding

The European Parliament report marks an important political shift: **farm advisory services are no longer seen simply as a support service for the implementation of CAP measures, but as a strategic investment in the competitiveness, resilience and fairness of European agriculture.** This is in line with the orientations that we have been advocating for many years within the framework of international advisory service networks, and provides a strong basis for advocating for a greater role for advisory systems in shaping the future CAP.