



**Building public trust
and understanding
of farming and food
– what more
needs to be done?**

EISA Workshop, ErlebnisBauernhof
Berlin, 26 January 2012

**FARRE at the 2011 International
Agricultural Show –
The Tree of Wishes**

FORUM DE L'AGRICULTURE
RAISONNEE RESPECTUEUSE
DE L'ENVIRONNEMENT



FARRE

FARRE at the 2011 International Agricultural Show – The Tree of Wishes

FARRE at the International Agricultural Show

The International Agricultural Show

- 1st agricultural event in Europe
- 800 000 visitors, 10 days
- Agriculture meets society

FARRE stand

- The Tree of Wishes: “Farmers grant your wishes”
- Creating a sympathetic **interaction** with society
- Introducing **Integrated Farming**
- Highlighting the **strength** of the network



FARRE at the 2011 International Agricultural Show – The Tree of Wishes

The Tree of Wishes – *Listening*

Inviting people to express their wish on the relationship
agriculture / environment



FARRE at the 2011 International Agricultural Show – The Tree of Wishes

The Tree of Wishes – *innovating*

Wishes hung in a playful tree



Interactivity



The tree becomes « alive »

FARRE at the 2011 International Agricultural Show – The Tree of Wishes

The Tree of Wishes – *Convincing*

Reaching society and politicians



Mr François Bayrou,
Modem 2012 candidate



Mr Jean-François
Copé, UMP
Secretary General



Mr François Fillon,
Prime Minister



Mr François Hollande, PS 2012
candidate

FARRE at the 2011 International Agricultural Show – The Tree of Wishes

The Tree of Wishes – A success story

Attractiveness and originality

2000 visitors expressed their wish

All the politicians stopped on the stand

A real dialogue between society and farmers

