



**Organization:**

CEPAM - Centro Europeo Promozioni Agricole  
Inveruno - Milano

**Sponsorship:**

European Union Commission  
Ministry for Agricultural Policies  
Province of Lodi  
Chamber of Commerce of Lodi  
Province of Cremona  
Chamber of Commerce of Cremona



**CONSORZIO  
TUTELA  
AMBIENTALE  
SUD MILANESE**

20090 Noverasco Opera (MI) - Via E. Fermi, 1/41  
Tel. 02 57605683 r.a. - Fax 02 57605712 - e-mail: ctasm@tin.it



**ECOADDA**

Sede Legale: 20149 Milano - Corso Sempione, 77  
Sede Operativa: 20070 Cavenago d'Adda (Lo)  
Discarica Cavenago d'Adda - Strada Prov. 26 - Fraz. Soltarico  
Tel. e Fax 0371 487101

**"GIOVANNI MARCORA" EUROPEAN AWARD  
AGRICULTURE, FOOD AND ENVIRONMENT**



**XVI<sup>a</sup> EDITION 2001**

**AGRICULTURE AND NEW ECONOMY**

**DUBLIN**

**Thursday 20 th september**

RESIDENCE OF THE ITALIAN AMBASSADOR  
Lucan House, Lucan Co., Dublin

**CREMONA**

**november**

PALAZZO DELLA PROVINCIA

Seminar: "Lodi, Cremona, Brescia, Mantova  
provinces drive of the future  
of lombard agriculture"

The sixteenth edition of the European Award Giovanni Marcora "travels" the reverse route that the Irish monk St. Colombano travelled when he descended through Europe down to the Italian peninsula and the land of the river Po, bringing with him brotherhood, civilisation and peace.

It is with that same spirit that we come to this country, one which is only partly different from ours but that it is really quite alike: its head looking out to the U.S.A. and its feet firmly grounded in Europe - indeed a faithful mirror of the reality of the European Union, of its contradictions and capabilities.

So on one hand there is the European Union swinging between expansion and implosion, between solidarity and selfishness, between new constitutional structures to be established and existing gaps to be filled.

In the agricultural sector, this situation has led to fluctuating policies - based, at the beginning, on the covering food shortage; then on the reduction of the surplus - (set aside) then with the choice of quality and finally with the protection of the environment.

The level of agricultural expenditures - around 46% of the total balance of the European Union - does not avert the fear of a falling down of prices caused by the potential competition of the joining countries.

On the other hand there is Ireland, a country with a successful integration of tradition and modernity; a country where New Economy has reached an unprecedented and fast development; a country where the roots are still planted in the traditional activities - mainly related to the land and the respect for the environment; a country which has been able to maximise the opportunities originating from being a member of the European Union, and therefore maximise its chances of development.

Ireland and Italy, however, are similar - complementary even. A balanced Union must avail of diversified resources, of the numerous Mediterranean "specialities" (citrus fruits, oil, wine, cheese) as well as cultures of barley, wheat, oat, forestry, fishing and the production of beer and whiskey.

In times of high development, of globalisation, of governing economics, we should work together to prevent the diffusion of a "mass agriculture", and build one of quality instead; to prevent new generations from knowing "everything about prices and nothing at all about values".

Marcora Award is working also for that.

Gianni Mainini  
CEPAM President

**Thursday 20 th september**  
RESIDENCE OF THE ITALIAN AMBASSADOR

- 16,00 am Foreword  
**H. E. ALBERTO SCHEPISI**  
Italian Ambassador
- 16,15 am Presentation of the award  
**GIANNI MAININI**  
Cepam President
- 16,30 am The agriculture of Lombardy and Ireland: a comparison.  
**FABRIZIO SANTANTONIO,**  
**FRANCESCO GIUBELLI**  
Councillors responsible for Agriculture of the province of Lodi ad Cremona
- 17,00 am Irish - Italian commercial relations: agriculture and food production  
**VINCENZO STABILE**  
Italian Trade Commission Director
- 17,30 am Agriculture and the new economy  
**PHILIP RYAN**  
Deputy Director of the European Union Representation in Dublin
- 18,00 am Possibility of Cooperation & partnership between the provinces of Lodi and Cremona and Irish farmers' and consumers'  
**LORENZO GUERINI, G. CARLO CORADA**  
President of the provinces of Lodi and Cremona
- 18,30 am Conclusions  
**JOHN MALONE**  
Secretary General, Department Agriculture Food and Rural Development
- 19,00 am Prize giving ceremony
- 19,15 am Drink

---

SECTIONS

- Agriculture: forestry, fishing, animal breeding
- Food: food and beverage
- Environment: air and water purification - education