Main messages of the 5 main TV programs:

In summary, we illustrate the consequence of many casual relationship between development factors that are both easy and difficult to control, while showing how these factors influence the farmer, the consumer, rural areas and politicians.

Programme 1: AG 2020 – IMAGES OF THE FUTURE: **Europe's new Wine Map**

... shows us the necessity of relating to the current and future climate changes and their effect on agriculture within the EU. The program shows how the changes, that are already taking place, are affecting farmers, although differently depending on their geographic location within the EU.

Programme 2: AG 2020 – IMAGES OF THE FUTURE: **Vanishing Villages**

...draws attention to a range of issues surrounding rural areas such as depopulation and the decline of the original function of these areas. The main message is that action is necessary, active and pro-actively. We show examples of new ways of dealing with changes for the rural population as we visit a EU-supported winery in Greece, which focuses on speciality products and agro-tourism.

Programme 3: AG 2020 – IMAGES OF THE FUTURE: **Will the Pigs fit in?**

... focuses on the changes facing the pork industry. Whereas Denmark and north-western countries in Europe traditionally have been the largest producers of pork, they are now faced with competition from other countries with lower labour prices - both within the EU and internationally. We also illustrate how consumer preferences influences the modern agricultural production of produce.

Programme 4: AG 2020 – IMAGES OF THE FUTURE: **Meat-eater's Dilemma**

... centres around beef being a non-sustainable source of protein. We look at the current supply chain: its origin and the political wishes for its future direction. Another main message is the importance of consumer preferences.

Programme 5: AG 2020 – IMAGES OF THE FUTURE: **Why Milk is so Complicated...**

... by juxtaposing two very different dairy producing countries, Bulgaria and Denmark, we illustrate the diversity and complexity of a common EU where rules and regulation have to be as equal as possible. This is the story of why EU support and regulations are so complex and yet have the ability to embrace different realties at once.

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