

International Insight: Benchmarks, Production Costs & Market Dynamics – Sustainability under Pressure

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International Insight: Benchmarks, Production Costs & Market Dynamics – Sustainability under Pressure

Agriculture faces unprecedented economic and ecological challenges. Farmers worldwide must balance profitability, regulatory demands and sustainability.

The session explores how production costs, environmental standards and efficiency requirements shape business models in an increasingly globalised market.

Experts from Europe and North America will discuss concrete solutions — from financing and innovation to management strategies that secure long-term competitiveness and resilience in farming.

Format:

Panel discussion with insights from

- **Jan Doležal** (Agrarian Chamber of the Czech Republic)
- **Alois Kerckhof** (Pine Creek Simmentals, Canada)
- **Astrid Jakobs de Pádua** (Agriculture and Food Department at the German Embassy in Paris)

Moderation: Ing. Martin Sedláček (Profi Press, CZ)

Co-moderation: Erik Guttulsröd (DLG e.V.)

- **Wednesday, 12 November 2025**
- **5.00 p.m. – 6.00 p.m.**
- **Expert Stage 'Smart Efficiency', Hall 24, Hanover Exhibition Centre**
- **English (with simultaneous translation into French and Czech)**

Moderator: Ing. Martin Sedláček

Director, Profi Press s.r.o. | Czech Republic

Graduate of the Czech University of Life Sciences in Prague and founder of Farmář magazine, Sedláček has been a key figure in agricultural journalism since the 1990s. As director of Profi Press — a leading agricultural publishing house — he has built a respected platform for professional knowledge exchange and innovation. His experience bridges communication, policy and practice across the agricultural sector.



Co-Moderator: Erik Guttulsröd

Deputy Managing Director, DLG e.V. – Competence Center Agriculture and Food, Germany

Responsible for farm management and sustainability, Guttulsröd manages numerous expert committees and international networks such as the European Arable Farmers Club. His background combines consulting, project leadership and sustainability expertise — bringing both analytical depth and practical perspective to the discussion.



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The panelists:

Jan Doležal

*President, Agrarian Chamber of the Czech Republic /
5th Vice-President of COPA*

- Leads the Czech Agrarian Chamber, representing more than 100,000 farmers and agribusinesses, and plays an active role in European policy through COPA.
- Combines academic expertise in agricultural economics and EU policy with practical insights from his family farm.
- Advocates for competitive and sustainable agriculture, generational renewal, and stronger farmer representation in Brussels.



Astrid Jakobs de Pádua

*Head of the Agriculture and Food Department at the
German Embassy in Paris*

- Serves as Germany's Agricultural Attaché in France, monitoring French agricultural, food, forestry and fisheries policy and fostering bilateral cooperation between ministries and institutions.
- Focuses on sustainability, biodiversity, resource protection and rural development, representing German positions on agricultural and food policy in Paris.
- Former Agricultural Counselor in Washington D.C. and Buenos Aires, and Senior Advisor at the World Bank.



Alois Kerckhof

*Beef Producer and Seedstock Breeder, Pine Creek
Simmentals (Canada)*

- Co-manages a multi-generational beef and grain farm in Alberta with a focus on herd efficiency, reproductive performance, and cost management.
- Integrates genetics, precision feeding, and crop-livestock synergies to increase profitability and sustainability.
- Provides a hands-on North American perspective on market access, production costs, and innovation in livestock operations.

