

International Insight: Tariffs vs. free trade – CETA's role in agriculture

international
**FARMERS
DAY**
2025

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International Insight: Tariffs vs. free trade – CETA's role in agriculture

Import duties as a protectionist instrument – what role do free trade agreements such as CETA play for agriculture?

The focus is on analysing the EU-Canada trade agreement (CETA) and its impact on agriculture and agricultural technology. The event highlights economic opportunities, risks and prospects for farmers, small and medium-sized enterprises and the agricultural industry on both sides of the Atlantic.

Format:

- **Scientific input** from Dr Janine Pelikan (Thünen Institute) with key note: Between Free Trade and Protectionism: Agriculture in a Changing World
- **Practical fact check** by Régis Legendre (Lucas G)
- **Canadian insider knowledge** from Donna Boyd (Ag Manufacturers of Canada)
- **Q&A session** with the audience

Moderator: Guido Höner

Guido Höner

*Editor-in-chief of agricultural engineering,
Landwirtschaftsverlag publishing house*

- Agricultural engineer and technical journalist; since 2019, editor-in-chief of agricultural engineering, arable farming and animal husbandry, and energy at top agrar
- From 1 September 2024, additionally equal editor-in-chief of the trade magazine profi
- Contributes practical experience from his own farm; hosts tractor tests and digitalisation formats



- Wednesday, 12 November 2025
- 2:00 p.m. – 2:55 p.m.
- Expert Stage 'Smart Efficiency', Hall 24, Hanover Exhibition Centre
- English (with simultaneous translation into French and Czech)



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The panelists:

Dr Janine Pelikan

Deputy Director, Thünen Institute of Market Analysis

- Agricultural economist specialising in international agricultural trade policy; has worked at the Thünen Institute of Market Analysis since 2004
- Works at the interface between science and politics and investigates the effects of trade policies on agriculture
- Research stay at Purdue University (USA); PhD in 2009 on the WTO agricultural negotiations of the Doha Round; numerous publications



Régis Legendre

President & Owner, Lucas G (France)

- Took over the feeding and straw technology specialist Lucas G from the Manitou Group in 2013 and has been the majority shareholder ever since
- Previously spent twelve years as sales manager at Manitou, most recently as Vice President Sales Europe.
- Integrated Mechineau, Calvet and Altec and expanded Lucas G to become an important European player in animal husbandry technology.



Donna Boyd

President of the Agricultural Manufacturers of Canada (AMC)

- She leads the only Canadian association exclusively dedicated to fostering and promoting the growth of ag manufacturers and their suppliers in both domestic and global markets.
- AMC represents more than 300 SME member companies ranging from start-ups to revenues in excess of \$1 billion annually.

