

V INTERNATIONAL JOURNEY

NEW INFORMATION'S THECNOLOGIES AND COMUNICATIONS ON THE AGRICULTURE AND RURAL MEDIA FUTURE

The agricultural and rural situation, european and spaniard, the internacional trade liberation of agricultural products, that can be reinforced by the results of negotiations on The World Trade Organization and, consequently, the need to provide the rural media of the mechanism that can to help the changes to come, has been the FORO AGRARIO purpose for to promote a Colloquy about the "New Information's Tecnologies and Comunications on the Agricultura and Rural media (NTIC)" as elements that can provide knowledge and conditions for adaptation on agriculture and rural development, and to embody the benefits and advantages of society and the economy of cognition.

The "Valencia" proposal, stated at the end of the journey performed the 2nd and 3th february 2003 an that eity, in the frame of "Lisbon strategy, thrusting into" All the sector of activities on the rural environment must be a aim of the public activities encouraging the use of The Information's Thecnologies and Comunications, that can provide main benefits with their use on a Society of Information".

FORO AGRARIO aims that the Conclusions of this Journey will be useful for to spread the use of the news Technologies and contribuye to stop up the named "digital breach", and consider that the opening more the breach, the rural enviroment World became the "Third World", and moved Hawaii for covering their needs on knowledge of the innovations for to follow being un life system and effective to serve the society.

Consequently, the participants of the V International Journey, having in mind the Frame Reports and papers displayed, and wishing for to maintain constancy of the principal criteria exposed, propose the following

CONCLUSIONS

1.- The information and the knowledge, well organized, are two needful factors for the agrarian and rural sectors to be adapted on the changes involved with the economic liberalization and global strategies, and they must not to be remote.

2.- The new Information's Technologies and Communications are the needful implements for to integrate our agriculture and our rural environment, looking for their enterprises adopt the "net-work" and to accede to the information and knowledge required for to impel the required innovation.

3.- The "Lisbon strategy" agreement adopted by the European Council on March 2000: to build the European Economy the most dynamic and competent on the World, and only 10 years ahead, and to attain without social exclusion, avoiding to make marginal sectors as the agrarian or social environments as the rural areas.

4.- It's necessary that the public powers to answer for the rural sector accession to the use of the new Technologies with the same conditions than the urban sector, covering as soon is possible the lack that the market may produce on the offer to the accession to Internet with the wide band.

5.- In the same way, the public powers must to adopt the needed initiatives for the information and knowledge may to reach to the farmers and rural sector by electronic shape with a way simplified and attainable. It's out of the question to develop gestion's diagrams about knowledge, considering as RESSOURCE, to forward a sistematic PROCESS, looking for the development and prolific activities on communities or groups for knowledge interchanging, and as PRODUCT, whose extend is needed in order to obtain the potencial profit involved.

6.- The public and personal initiatives, used up to our present for information and training the agrarian sector, must pursue on the same line, reinforced, by the way, with colaboration's systems capables to obtain new common goals addend efforts.

Complementary, its useful to informate with more intensity to urban people, about the peculiarity of our production systems and food elaboration, and also the possibilities of the rural sector for recreation's spaces, aspects related with personal and common health of our society.

7.- The use of new technologies must to improve the production processes and to make easy the citizens rights for to know the origin and processes followed by the food products until is offered to consumer, and make easy the relations with the administrations involved, assuming that the management of the information is complex, coming from the farms, must to be simplified and conveyed, matter that also requires a strong endeavour for to make suitable by the users language.

8.- The application of new technologies for the productive systems improvement and for the communications between the administrations and the agrarian sector, can to provide new advances for the rest of the society, in this way it's generally known the social impact that has, from a great number of points of view, all included on the concept of territory's ordenation, the development of Information Geographic's System for to identify the Agricultural parcel of land

(SIGPAC), that is considered a pattern to follow on any process of information changes with profit for the agrarian sector and the whole society.

9.- The enterprises included in the new technologies sector must to consider the rural sector as a space with interest for their business, and they must to promote the development of this market, as we have heard in this Journey, moved by news focus on technical viability, economically and social support.

10.- The capacities'adquisition in the use of new technologies is so fundamental as the being of structures for to render possible their practice. From the public administration, directly or a jointly work with private initiative, have to force the programmes for remote and close formation aiming that nobody is excluded, voluntarily of their use. In this way, we can considerer as a model the strategical policies developed by the Junta de Extremadura Region, focusing their development on the Information Society, by means a conjunction and technical instruction to all the people, with an manifest improvement on the quality of public services as on the private initiatives based on the new technologies.

11.- The new technologies are a significant factor on the economical diversity in the rural areas, being a constituent that wich cannot be put aside for to obtain a added value on the traditional trade and on the new activities as rural turism and telebusiness. From this position, following the principes of a new society now configurating, the participants on the Journey urge to the public powers and to the private groups of the sector to promote interregional and interinstitucional plans well coordinated for to spread the proceeding methods, well tested on the regional level, and to national and international space, looking for to help, at the same time than the urban sector, the acces of the rural sector, particulary the Spanish sector, on the Information Society.

The participants on this Journey, accepting this Conclusions, show gratitude to FORO AGRARIO for to render possible to publish abroad that information and to entrust the connexion with the diverse institutions and representative political, economic and social bodies on the spaces autonomous, national and communitary with concern and responsibilities on the agricultural production.

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