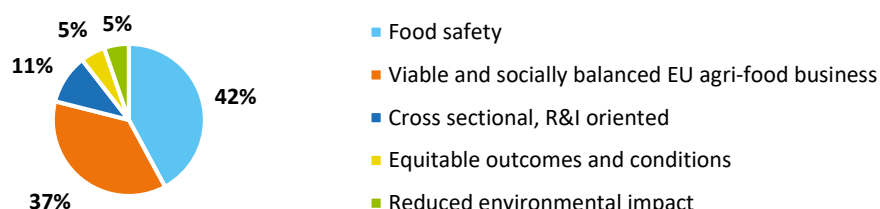


A3.5 Policy actor: Farmers and the food industry

Some of the mapped policies act through more than one primary target along the food chain and, more specifically, the food production process. This is the case of farmers and the food industry, who form an actor group on their own when the following issues are concerned:

- o safety, quality and hygiene controls on farm products prior to their processing and marketing;
- o the use of innovation in agriculture;
- o communication of EU farm products peculiarities through labels and information measures.

Proportion of farmers & food industry-targeted mapped policies by GOAL



*Could the joint contribution of farmers and the food industry be extended to the policy-making process aimed at targeting the **Balanced and sufficient diets for all EU citizens** goal?*

Table 2 - Examples of food policies acting through farmers and the food industry

Policy	Goal	Beneficiary	Instrument
Green innovation centres Use innovation in the agro-food sector to increase food supply, smallholders' incomes and job opportunities.	Equitable outcomes and conditions	Third countries	R&I economic
Institute for Agriculture, Fisheries and Nutrition Research Multidisciplinary, pioneering and independent research aimed at sustainable agriculture and fisheries in economic, ecological and social terms.	Cross sectional (R&I oriented)	Farmers and fisheries	R&I economic/information
Guidelines on the application of the CMO Regulation for the olive oil, beef and veal and arable crops sectors Support to European farmers who want to jointly sell olive oil, beef and veal, and arable crops.	Viable and socially balanced EU agri-food business	Consumers	Information measure
Enjoy! It's from Europe EU co-financing beneficiaries can use this signature in promotional material concerning EU agricultural products.	Viable and socially balanced EU agri-food business	Consumers	Labelling measure
Limit for pesticide residues in baby foods The listed pesticides shall not be used in agricultural products intended for the manufacturing of baby foods.	Food safety	Consumers	Food and agricultural standards