





### Unprecedented challenges faced by farmers







Growing geopolitical tensions

Persistent structural challenges, e.g. generational renewal

More frequent extreme weather events





A Vision for Agriculture and Food

How to build an agri-food system

that is attractive, competitive,

future-proof and fair for current and

future generations?



### Vision and objectives for 2040



An **attractive** and **predictable** agri-food sector where incomes enable farmers to thrive, attracting future generations



COMPETITIVENESS

& RESILIENCE

An agri-food sector that is **competitive** and **resilient** in the face of rising global competition and shocks

**ATTRACTIVENESS** 



A **future proof** agri-food sector that is functioning within planetary boundaries

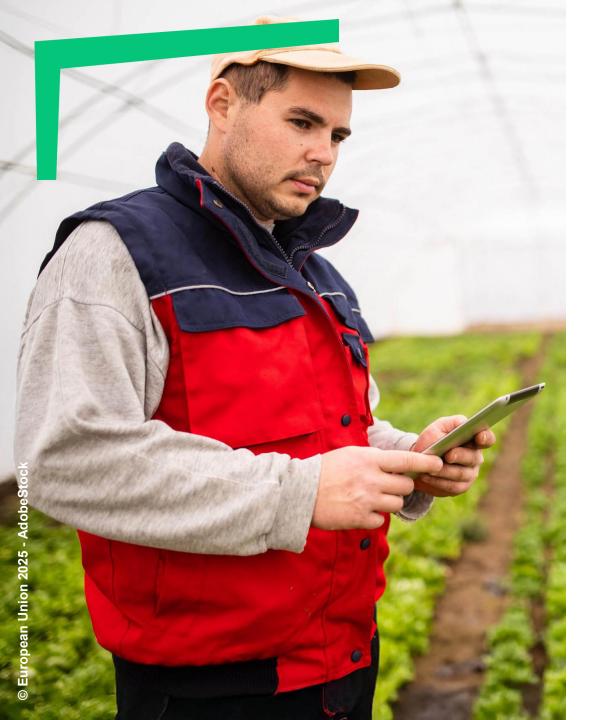


**FAIRNESS** 

An agri-food sector that values food, fosters fair working and living conditions and vibrant and well-connected rural and coastal areas







Building an attractive sector that ensures a fair standard of living and leverages new income opportunities



### An attractive sector

- Drawing on all sources of income:
  - OHelping farmers get a better return from the market by ensuring a fair functioning food chain
  - Offering fair and targeted public support
  - Leveraging entrepreneurial potential and new sources of income
- Investing in the transition and rewarding ecosystem services
- Attracting future generations to the profession

- Reviewing the Unfair Trading Practices
   Directive and Common Market Organisation
   Regulation
- ✓ Proposing a fairer, simpler and more targeted common agricultural policy (CAP)
- ✓ Presenting a Bioeconomy Strategy
- Promoting carbon farming and developing opportunities for nature credits
- ✓ Delivering a Generational Renewal Strategy
- Advancing an EU Observatory on Farmland
- Working with the EIB and banking sector to leverage private capital



A competitive and resilient sector in the face of global challenges



## A competitive and resilient sector

- Strengthening international partnerships
- Promoting fairer global competition
- Reducing critical dependencies
- Enhancing climate adaptation
- Improving risk and crisis management
- Simplifying and reducing administrative burden
- Strengthening the resilience of agricultural markets

- Pursuing a stronger alignment of production standards (animal welfare and pesticides)
- Establishing a Unity Safety Net to address global challenges
- Developing a comprehensive protein plan
- Adopting a European Climate Adaptation Plan
- ✓ Simplification package on the CAP
- Cross-cutting simplification package for farmers and food businesses
- ✓ Launching a work stream on livestock
- ✓ Presenting a wine package





Future-proofing the agri-food sector that works hand in hand with nature



### A future-proof sector

- Supporting the EU's climate objectives through better incentives
- Making sure decarbonisation and competitiveness go hand in hand
- Integrating economic and implementation challenges in the ecological transition
- Preserving healthy soils, clean water and air
- Protecting and restoring the EU's biodiversity

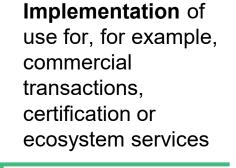
- Ensuring better implementation, streamlining and enforcement of existing legislation
- More advanced toolbox under the CAP
- Establishing an On-Farm Sustainability Compass (benchmarking)
- Proposing a Water ResilienceStrategy
- Evaluation of the Nitrates Directive
- Accelerating access to biopesticides
- Reinforcement of EFSA

# Towards an EU On-Farm Sustainability Compass Testing/piloting

**Testing/piloting** of this voluntary scheme by private entities across the EU; gradual adaptation of existing schemes

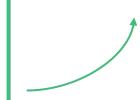
**Designing** a European system for assessing sustainability in agricultural businesses

Mapping existing public and private systems for assessing corporate sustainability



#### **Benchmarking:**

Farmers can use data to compare and improve their performance



- Together with farmers and other stakeholders in the agri-food supply chain, including consumers
- Pragmatic and effective approach





Valuing food and fostering fair living and working conditions in vibrant rural areas

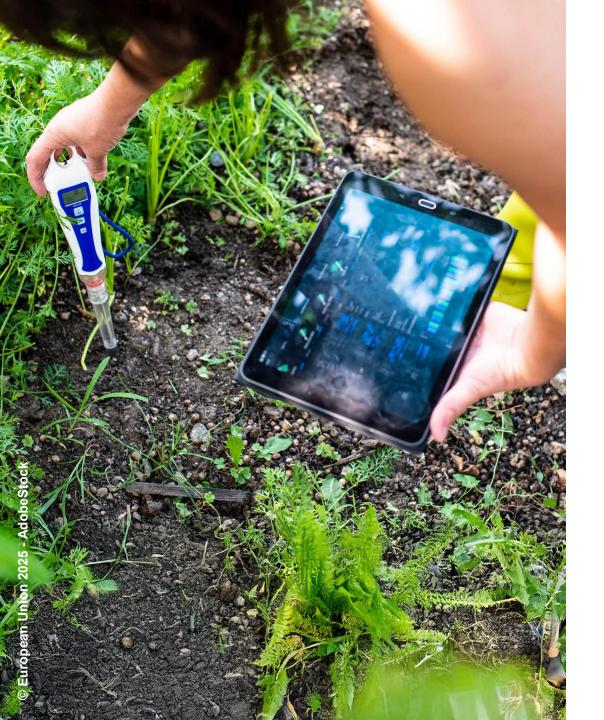


# Reestablishing the essential link between farming, territory and food

- Consumers' relationship with food: Processing, eating habits, supply chains are longer.
- Food affordability: Key concern, especially for low-income households.
- Changing societal expectations with regard to food hold opportunities for the sector.
- Consumers have an important role to play in the transition: informed choices, access to trustworthy information.
- Key role for local and regional authorities

- EU Rural Action Plan and Rural Pact
- Holding a Food Dialogue with food system's actors
- Reviewing the legal framework on public procurement
- Launching a study on 'ultra-processed foods'
- Reviewing the EU school scheme
- Promoting further uptake of geographical indications
- Updating the EU animal welfare legislation





Creating an enabling environment: putting research, innovation, knowledge and skills at the heart of Europe's agri-food economy



## Creating an enabling environment

- EU **Digital Strategy** for Agriculture
- EU strategic approach to R&I to improve the competitiveness of agriculture, forestry and rural areas
- CAP supporting AKIS with EIP-AGRI as cornerstone
- Strengthening the role of independent advisors

- Further advancing the transition through digitalization
- Using knowledge, research and innovation as catalysts for change
- Strengthening AKIS and supporting advisory services





### THANK YOU

Any question?





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