



European
Commission

A photograph of a hand holding a small green seedling in the foreground. In the background, a man in a blue shirt is working in a field of large green plants under a bright sky. The image is overlaid with a green L-shaped graphic on the left and several horizontal green stripes on the right.

A Vision for **Agriculture and Food**

Unprecedented challenges faced by farmers



Growing geopolitical tensions



Persistent structural challenges, e.g. generational renewal



More frequent extreme weather events

A photograph of a person's hands holding a small green seedling in a field. In the background, another person is visible, holding a tablet. The scene is set outdoors under a bright sky.

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

ATTRACTIVENESS



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

COMPETITIVENESS & RESILIENCE



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

SUSTAINABILITY



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

FAIRNESS





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**:
 - Helping 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

Main actions

- 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

Main actions

- 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**

Main actions

- ✓ 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 Resilience Strategy**
- **Evaluation of the Nitrates Directive**
- Accelerating access to **biopesticides**
- Reinforcement of **EFSA**



Towards an EU On-Farm Sustainability Compass

Mapping existing public and private systems for assessing corporate sustainability

Designing a European system for assessing sustainability in agricultural businesses

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

Benchmarking:
Farmers can use data to compare and improve their performance

Implementation of use for, for example, commercial transactions, certification or ecosystem services

- *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

Main actions

- **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**

Main actions

- 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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