







'Farming is a core part of our European way of life - and it must always stay that way.'



Unprecedented challenges







Growing geopolitical tensions

Persistent structural challenges, e.g. generational renewal

More frequent extreme weather events



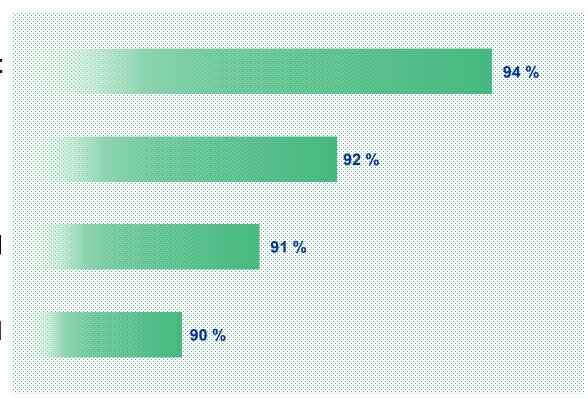
European citizens confirm that it is important to...

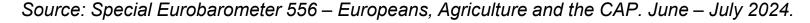
Secure a stable supply of food in the EU at all times

Ensure reasonable food prices for consumers

Ensure sustainable management of natural resources

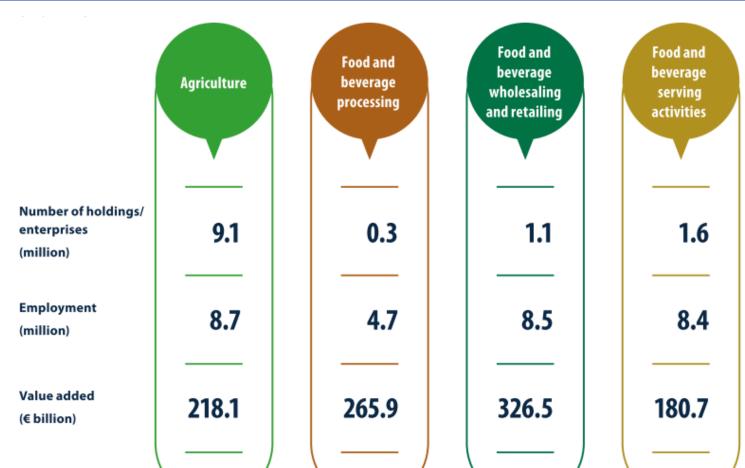
Strengthen the role of farmers in the food chain







Farming and food: a strategic sector for the EU



Source: Eurostat, Key figures on the European food chain, 2024 edition



Building on strategic documents for the new Commission's mandate

Strategic Dialogue on the Future of EU agriculture

A shared prospect for farming and food in Europe

Draghi report

The future of European competitiveness

Niinistö report

Safer together.
Strengthening
Europe's Civilian
and Military
Preparedness and
Readiness

Letta report

Much more than a market.













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

SUSTAINABILITY





Key principles

- Roadmap for actions of this Commission
- New way of working: bottom-up
- Balance across the 3 dimensions on sustainability
- Recognition of the strategic role of agriculture and food security
- Agriculture to be preserved across the continent
- The diversity of situations calls for territorial approaches (rather than one-size-fits-all approaches)





A new way of working: Building trust and dialogue

- Trust and dialogue across the entire value chain (EU and globally)
- Stronger engagement with farmers, food chain operators, institutions, and civil society
- Addressing concerns and ideas at local and regional levels
- Collective effort to define the future of EU farming and agri-food

EBAF, CDGs, CAP Network, Youth Policy Dialogues ...

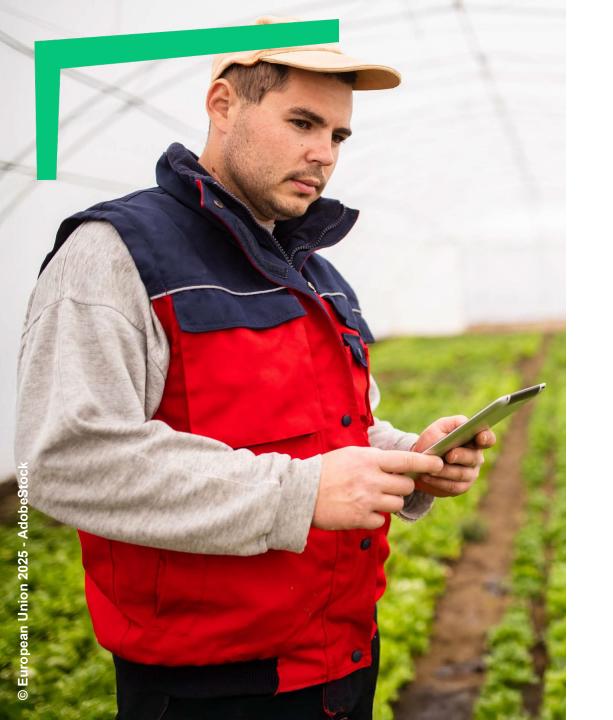


4 priority areas

- Building an attractive sector that ensures a fair standard of living and leverages new income opportunities
- (2) A competitive and resilient sector in the face of global challenges
- (3) Future-proofing the agri-food sector that works hand in hand with nature
- 4 Valuing food and fostering fair living and working conditions in vibrant rural areas

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





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



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



The CAP – General principles

"The public support through the CAP remains essential to support farmers' income"

- Simpler and more targeted
- From conditions to incentives, a clearer balance between regulatory and incentives-based policies
- Simplified conditionality
- Further streamlining CAP implementation
- Architecture:
 - basic policy objectives and targeted policy requirements
 - further responsibility and accountability for MS on how to meet objectives

The CAP – Targeting

"Future CAP support will be more directed towards farmers that actively engage in **food production**, towards the **economic vitality of farms** and the **preservation of our environment**."

"The support should be further directed towards those **farmers who need it most**, with a particular attention to the farmers in areas with natural constraints, young and new farmers, and mixed farms."

- Simplified income support for small and medium-sized farms
- Enhanced use of degressivity and capping
- All farmers to benefit from payments for ecosystem services, investment support, crisis and risk management tools





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
- Implementing an SME and competitiveness check
- Assessing the functioning of the agricultural reserve
- Adopting a European Climate Adaptation Plan
- Presenting 2 simplification packages for farmers and food businesses
- Launching a work stream on livestock
- Presenting a wine package



Towards a fairer global competition

Global and bilateral cooperation

Line of action on deepening reciprocity (2025): Stricter implementation of internationally agreed commitments; raising global standards; reinforce agri-food economic diplomacy; new Agrifood policy partnership dialogues

Union framework for competitive agri-food sector

- "the Commission will pursue, in line with international rules, a stronger alignment of production standards applied to imported products, notably on pesticides and animal welfare"
- Impact Assessment in 2025: "Establish a principle that the most hazardous pesticides banned in the EU for health and environmental reasons are not allowed back to the EU through imported products"
- "assess the issue of the export of hazardous chemicals, including pesticides, that are banned in the EU"
- Dedicated task force to further strengthen the control on imports
- Unity Safety Net (2025) against trade coercion
- Reserve of EUR 1bn (Mercosur)
- Work with EIB to develop export credits





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





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



A sector where food is valued and offers a fair living and working condition in rural areas

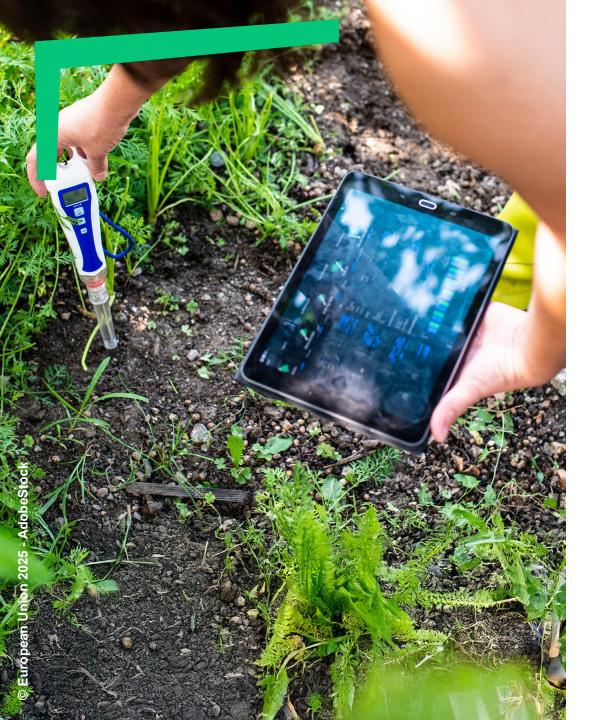
- Fostering fair living and working conditions in vibrant rural areas
- Reconnecting food with territory, seasonality and traditions
- Attracting more women to the profession
- Ensuring the protection of workers' rights
- Supporting agri-food SMEs



Main actions

- Updating the EU Rural Action Plan and Rural Pact
- Establishing a Women in Farming Platform
- Holding an annual 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

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



Main actions

- 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





Looking ahead

- Need to continue working together: building trust and dialogue to make the vision a reality
- Collective effort to elaborate further on the key initiatives and actions
- Join us next 8 May on the Vision
 Conference to continue shaping an attractive EU farming and food sector



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