Falk Hemsing Unit A1 'Policy Perspectives' DG AGRI - European Commission



A Vision for Agriculture and Food

Unprecedented challenges







Growing geopolitical tensions

Persistent structural challenges, e.g. generational renewal More frequent extreme weather events



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.













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



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



COMPETITIVENESS

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



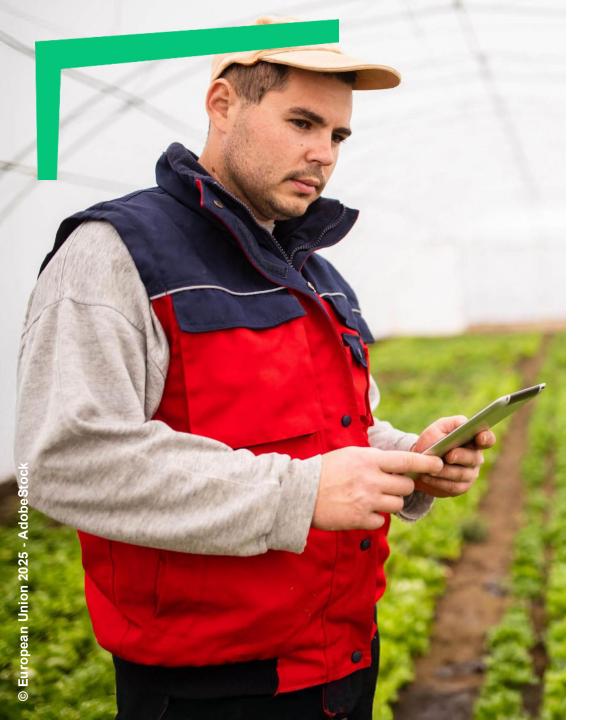


SUSTAINABILITY



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 (EBAF, Civil Dialogue Groups, EU/MS Networks, platforms)
- Addressing concerns and ideas at **local and regional levels**
- Balance across the 3 dimensions on sustainability
- New way of working: bottom-up
- The diversity of situations calls for territorial approaches (rather than one-size-fits-all approaches)



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



An attractive sector

Attracting future generations to the profession:

- Generational Renewal Strategy
- EU Observatory on Farmland

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





- Incentivising and rewarding ecosystem services
 - A fairer, simpler and more targeted common agricultural policy (CAP): from conditions to incentives
 - Promoting carbon farming and developing opportunities for nature credits
 - Presenting a Bioeconomy Strategy





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

- Pursuing a stronger alignment of production standards (animal welfare and pesticides):
 - Raising global standards through multilateral and bilateral cooperation
 - Task force on controls
 - Impact assessment: imports with pesticide residues
- Developing a comprehensive protein plan



A competitive and resilient sector

Enhancing climate adaptation and improving risk and crisis management

Adopting a European Climate Adaptation Plan

Reducing administrative burden and strengthening the resilience of agricultural markets

- Presenting 2 simplification packages for farmers and food businesses
- Launching a work stream on livestock





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



A future-proof sector

- EU climate and nature objectives: healthy soils, clean water and air, emission reductions, protecting and restoring biodiversity
- Better incentives and rewards
- Making sure decarbonisation and competitiveness go hand in hand
- Integrating economic and implementation challenges in the ecological transition



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



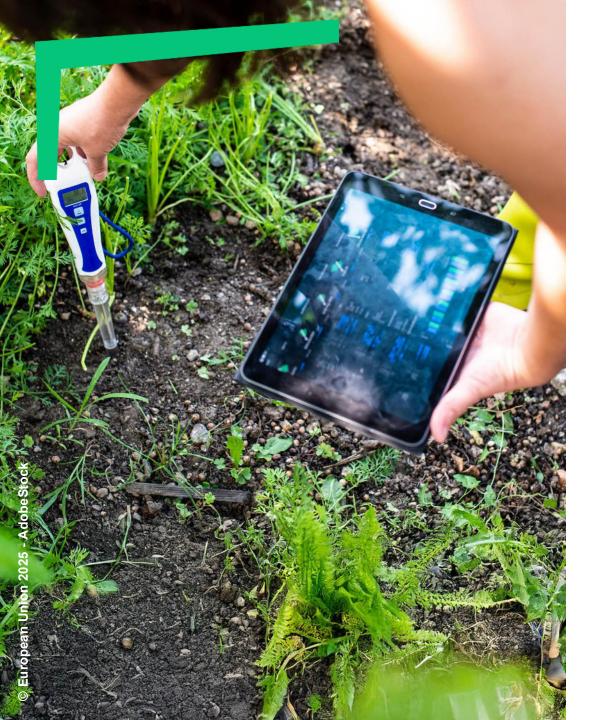
A sector where food is valued and offers a fair living and working condition in rural areas

Fostering fair living and working conditions in vibrant rural areas

Reconnecting food with territory, seasonality and traditions:

- Holding an annual Food Dialogue with food system's actors
- Reviewing the legal framework on **public procurement**
- Launching a study on 'ultra-processed foods'





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



Research, innovation, digital, skills

- 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

Join us next **8 May** on the **Vision Conference** to continue shaping an attractive EU farming and food sector



Thank you!



© European Union 2025

Unless otherwise noted the reuse of this presentation is authorised under the <u>CC BY 4.0</u> license. For any use or reproduction of elements that are not owned by the EU, permission may need to be sought directly from the respective right holders.

Slide - in all slides with pictures the source is Adobe Stock

