



European
Commission

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

A photograph of a person's hands holding a small green seedling in a field. In the background, another person in a blue shirt is visible, holding a tablet. The scene is set in a field with large green leaves and a blue sky with clouds. A green decorative bar is on the left side of the text.

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.*



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





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



Main actions

- **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!



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