



Implementation of the Vision on the future of Agriculture and Food: where are we?

Unprecedented challenges



Growing geopolitical tensions



Persistent structural challenges, e.g. generational renewal



More frequent extreme weather events

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



1) Attractiveness

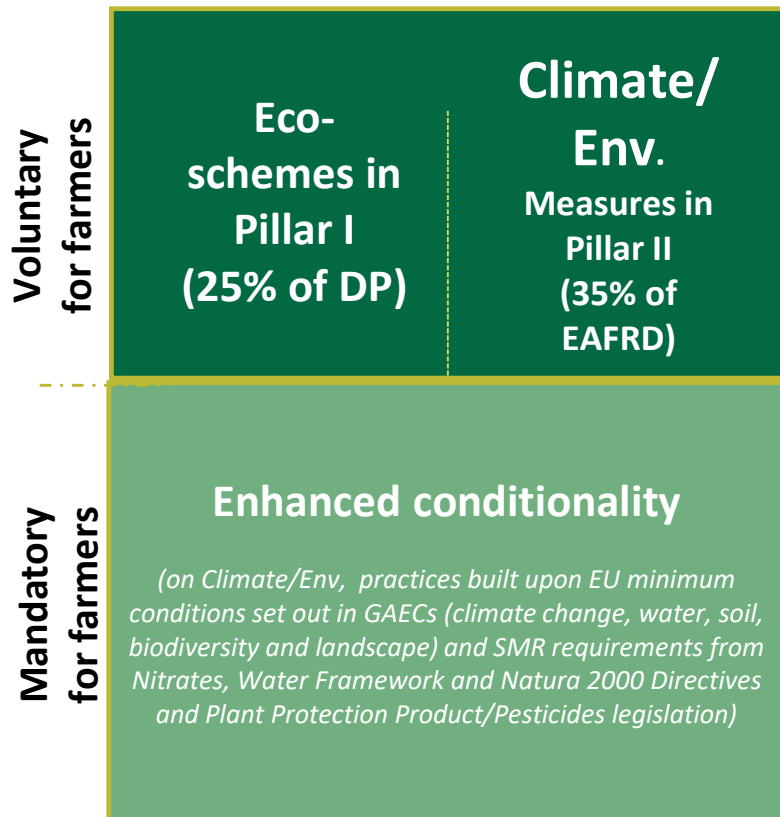
- Drawing on **all sources of income**:
 - Helping farmers get a better return from the market by ensuring a fair functioning food chain
 - Offering fair and targeted public support
 - Leveraging entrepreneurial potential and new sources of income
- **Investing** in the transition and **rewarding** ecosystem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

Main actions

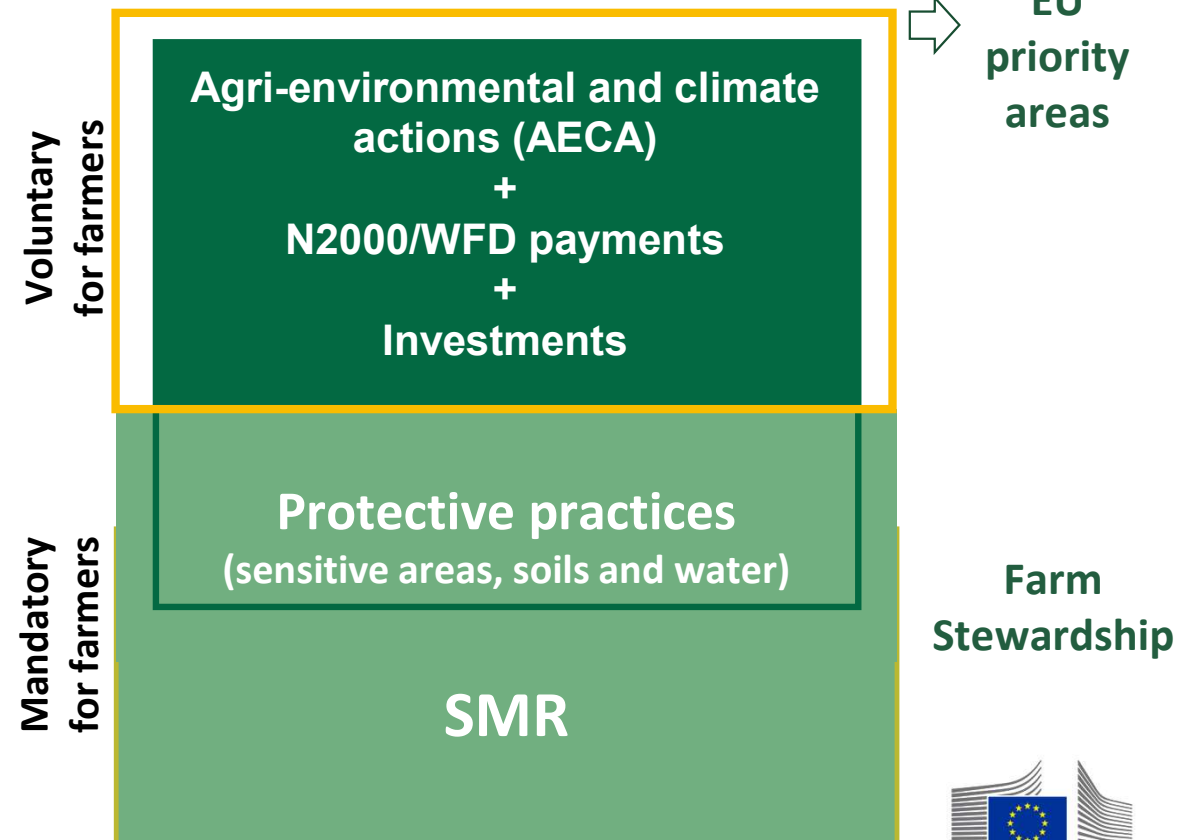
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- ✓ Reviewing the **Unfair Trading Practices Directive** and **Common Market Organisation Regulation**
 - ✓ Proposing a **fairer, simpler and more targeted** common agricultural policy (CAP)
 - ✓ Delivering a **Generational Renewal Strategy**
 - Promoting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

The new green architecture in the CAP post-2027

PRESENT



FUTURE



Pilot Project on an EU Observatory

Proposal for a pilot

The European Parliament included a proposal of a pilot project* on an 'EU observatory for agricultural land, control and access to farmland' in the budget for 2025.

- *The **European Commission** will work towards launching an **EU Observatory on Farmland****.
- *We will enhance transparency and cooperation in domains such as land transactions and transfers of land use rights, price trends and market behaviour, changes in land use, as well as loss of agricultural and natural land.*
- *The observatory will also **help the Member States take informed decisions** on the regulation of their farmland markets. Enhanced transparency of market developments and cooperation across the EU will make it easier to achieve legitimate interests of agricultural policy in compliance with single market freedoms.*



* Pilot projects: Schemes of experimental nature designed to test the feasibility of an action and its usefulness.

2) Competitiveness and resilience

Main actions

- 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

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

3) Sustainability

- 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

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



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Impacts des modes de production labellisés sur la biodiversité : résultats de l'étude INRAE-Ifrémer | Ifremer

Towards the on-farm sustainability compass (2025-2026)

Process:

- *Pragmatic, bottom-up approach*
- *Working with farmers, other food supply chain actors, consumers and science*

Mapping existing public and private systems for on-farm sustainability assessment

Designing an EU system for on-farm sustainability assessment

Testing/Piloting this voluntary system by private parties across the EU; gradual adjustment of existing schemes

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

Deploying use for e.g. business transactions, certification or ecosystem services, backed-up by MRV.



4) Fairness - reestablishing the link between farming, territory and food

Main actions

- **Consumers' relationship with food** has evolved: more processed food, new 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**, but they need access to trustworthy information.
- Key role for **local and regional authorities**

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

Creating an enabling environment: research, innovation, knowledge and skills

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

Main actions

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

