Farm to Fork and Agriculture

a practical view point
EU Ag. Objectives & sustainability dimensions

ECONOMIC
- Increase competitiveness
- Ensure fair income

KNOWLEDGE & INNOVATION

SOCIAL
- Protect food & health quality
- Vibrant rural areas

ENVIRONMENTAL
- Rebalance power in food chain
- Climate change action
- Environmental care
- Preserve landscapes & biodiversity
- Support generational renewal

CAP OBJECTIVES
Environmental

• **Action over climate change growing impact** – the cost of non-action overriding any additional cost – mitigation and adaptation – role of knowledge and innovation (overarching)

• **Environmental care** – fertilizers and pesticides reduction – role of agro-ecology and organics production

• **Preserve landscape and biodiversity** – maintaining functioning ecosystems - crucial role for the future of agriculture
Economic

• **Ensure fair income** – while assuring production and managing the costs for adaptation

• **Increase competitiveness** – sustainability as the marketing factor of the future

• **Rebalance power in the food chain**, while increasing resilience of food supply
• **Vibrant rural areas** – the engine behind a competitive and resilient agriculture

• **Support generational renewal** – agriculture and the farmers back in the social debate - new opportunities for the upcoming farmers of the future

• **Protect food and health, enhance and promote quality** – the essential relation with the consumers – the credibility of the agriculture sector