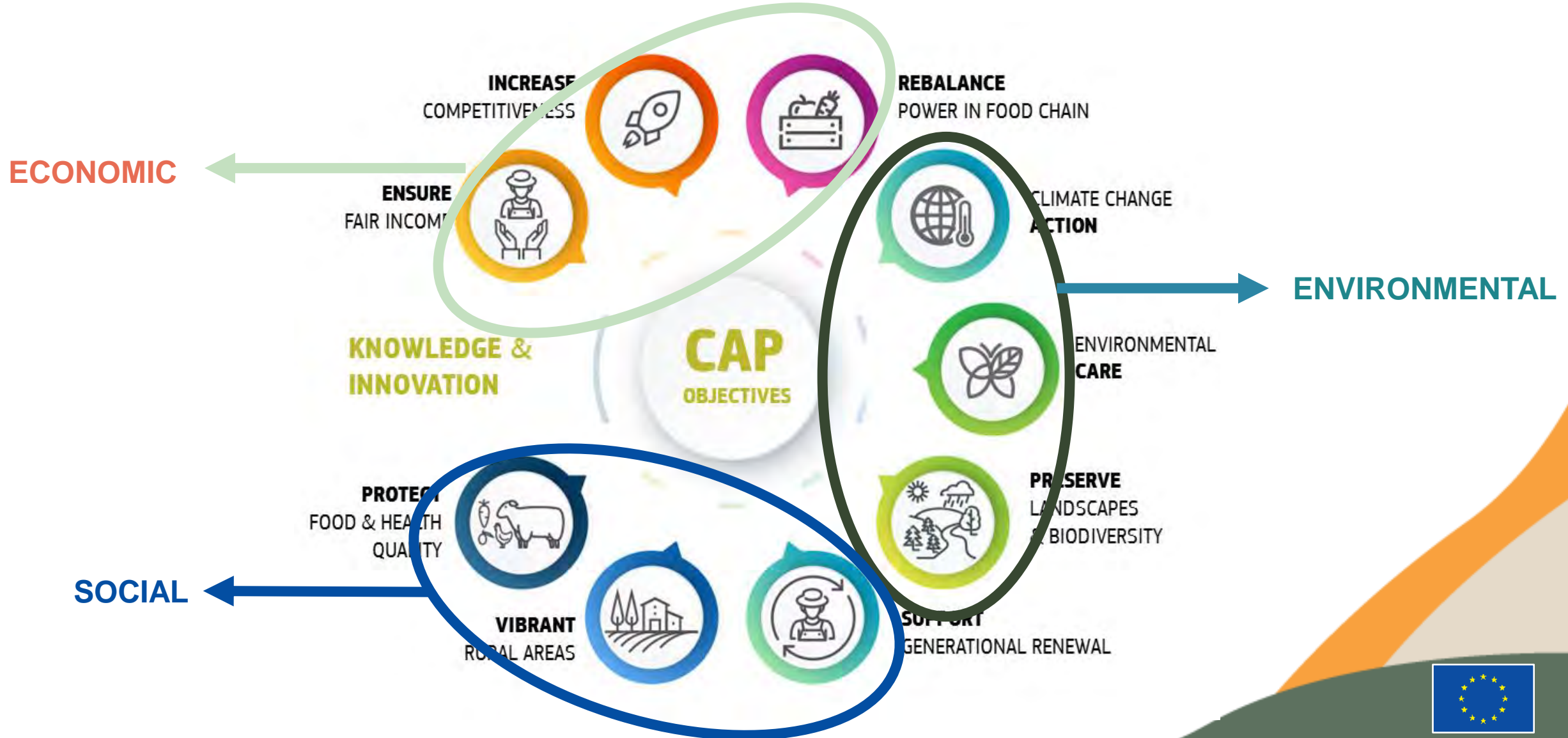




Farm to Fork and Agriculture

a practical view point

| EU Ag. Objectives & sustainability dimensions



| 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



| Social

- **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

