

THE FOOD CHAIN: BROKEN OR ROBUST?

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4th meeting of the Farm to Fork Forum - Forum on Best Practices in the Agri-Food Supply
Chain

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TOPICS

From hunger to abundance

Urgence for action

Anger and fear in the chain

Pathways for change

Food as identity

A wide-angle photograph of a rural landscape. In the foreground, there is a field of tall, green grain, possibly wheat or barley, with some stalks in sharp focus. The middle ground shows rolling hills covered in a golden-brown field, likely a harvested crop. A dirt road or path winds through the fields. In the distance, there are scattered trees and a clear sky with a few light clouds. The overall scene conveys a sense of agricultural abundance and tranquility.

**FROM HUNGER TO
ABUNDANCE**

FROM COMMON AGRICULTURAL POLICY TO FARM TO FORK STRATEGY







URGENCY FOR ACTION

GREEN DEAL

LEADING TO ANGER
AND FEAR IN THE
FOOD CHAIN

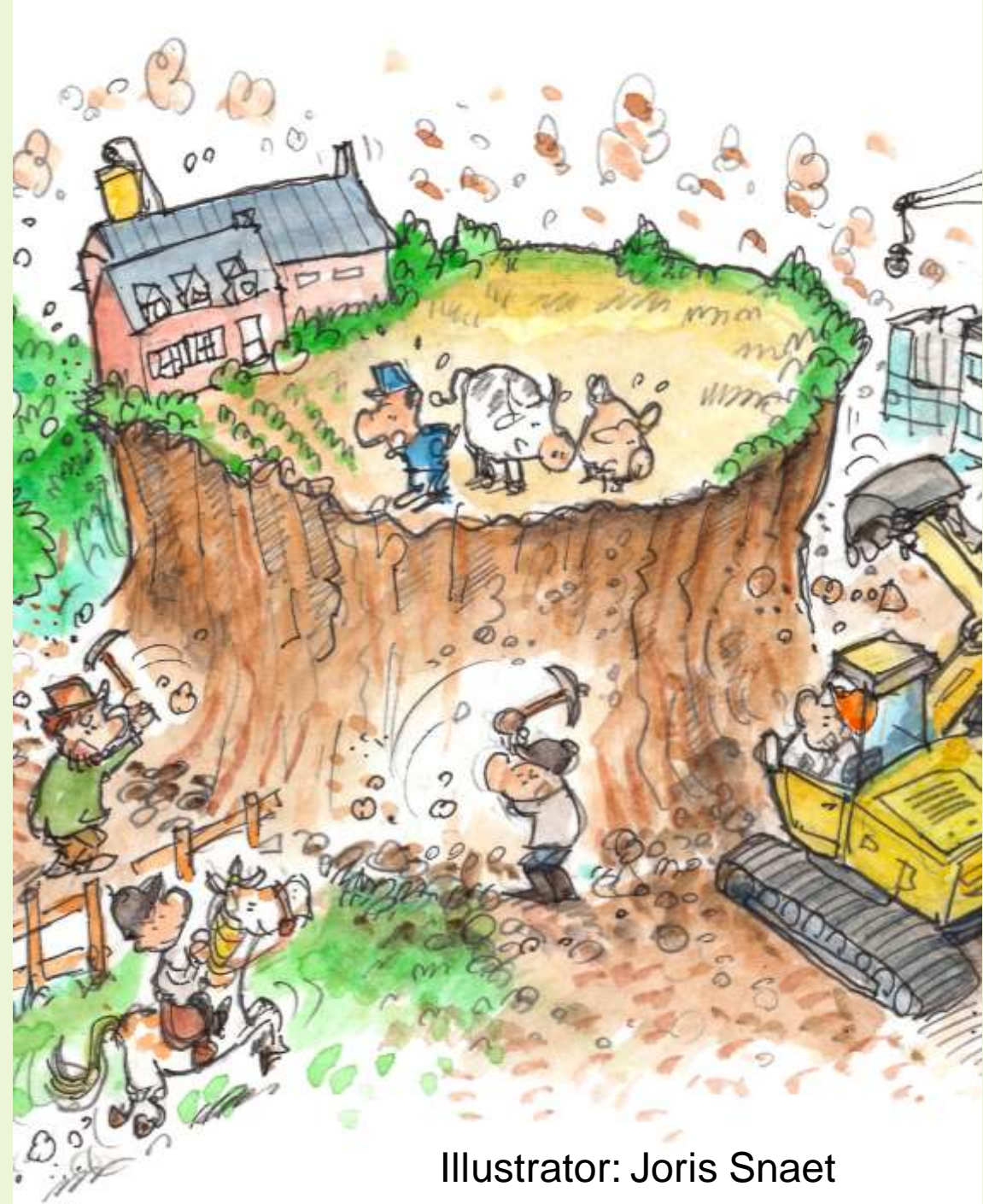


FARM PROTEST



- Income
- Climate change
- Unfair Trading Practice
- Administrative burden
- Regulation
- Perception
- Risk
- Generational renewal
- Wellbeing

ACCESS TO LAND



Illustrator: Joris Snaet

'FOOD IS SO
EXPENSIVE'

WHERE DOES ALL
THE MONEY GO?



FOOD CHAIN

*'THE WEAKEST
LINK IN A CHAIN IS
THE STRONGEST
BECAUSE IT CAN
BREAK IT'*



COMPLEXITY OF THE CHAIN – THE GLOBAL REALITY



SUSTAINABILITY IS A MUST FOR ALL



SOLUTIONS





SOLUTIONS



SUSTAINABLE WHAT'S IN A NAME?

Social
Economic
Ecologic



CONSUMPTION FOOD AS IDENTITY

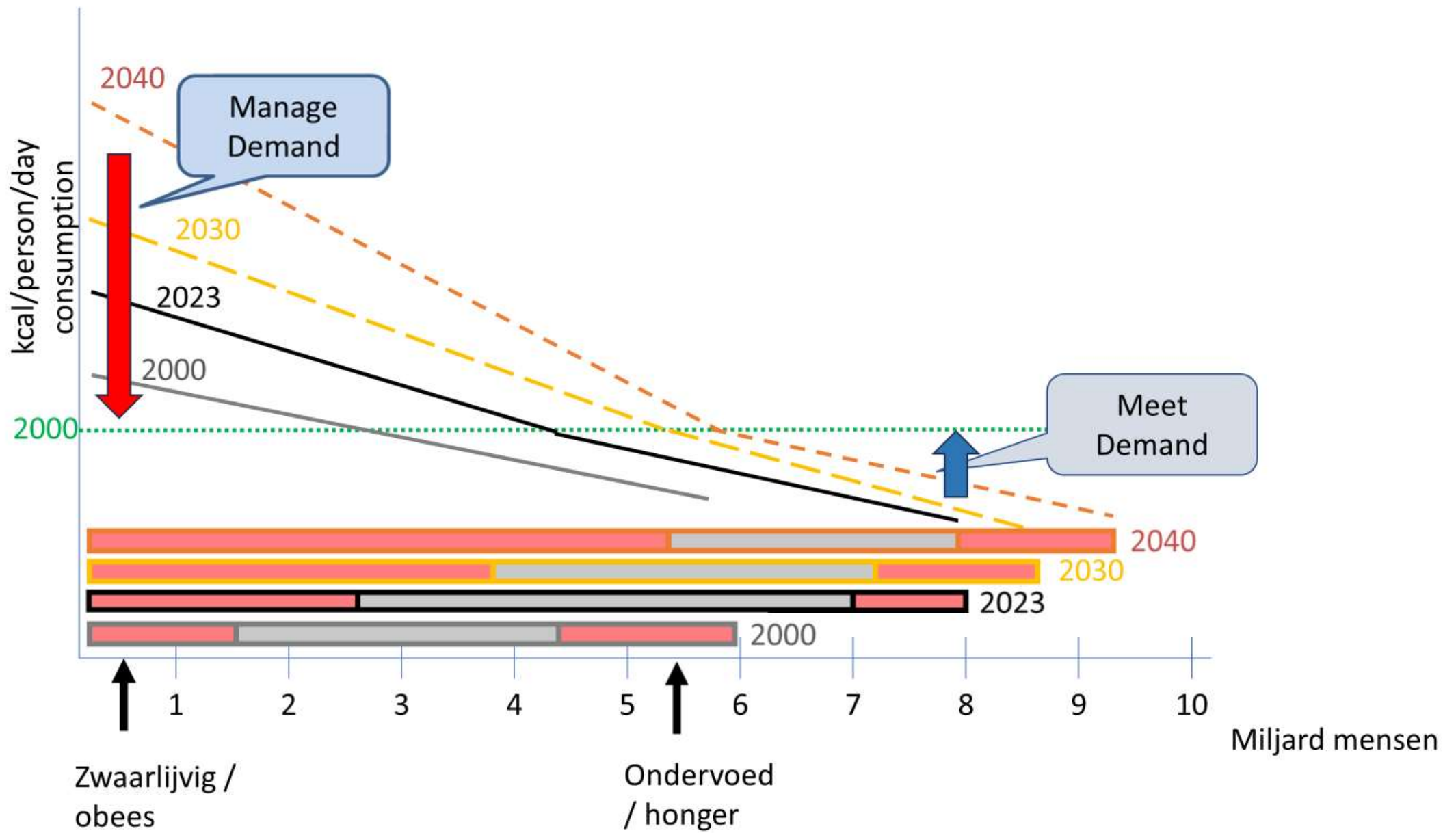


*Tell me what you eat, and I will
tell you about your aspirations*

*Source: Ons voedsel
Uitgeverij Promotheus*







NEED FOR A COHERENT
MESSAGE



LET FAITH NOT FEAR STEER YOUR DECISIONS



THANK YOU

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