



A Vision for
**Agriculture
and Food**

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



4 priority areas

- 1 Building an **attractive sector** that ensures a fair standard of living and leverages new income opportunities
- 2 A **competitive and resilient sector** in the face of global challenges
- 3 **Future-proof** agri-food sector that works **hand in hand with nature**
- 4 **Valuing food** and fostering fair **living and working conditions** in vibrant **rural areas**

Enabling environment: research, innovation, knowledge and skills

Trust and dialogue across the entire value chain



An attractive sector

- Drawing on **all sources of income**:
 - **Fair income for fair work** with a fairer functioning food chain
 - **Supporting** with public support **those that need most**
 - **Enable** entrepreneurial potential and new sources of income
- **Investing** in the transition and **rewarding** ecosystem services
- **Attracting future generations** to the profession





A competitive and resilient sector

- Strengthening **international partnerships**
- Promoting **fairer global competition**
- Reducing **critical dependencies**
- Enhancing **climate adaptation**
- Improving **risk and crisis management**
- **Simplifying** policies
- Strengthening the **resilience** of agricultural markets



A future-proof sector that works with nature

- 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**





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
- Attracting **more women** to the profession
- Ensuring the protection of **workers' rights**
- Supporting **agri-food SMEs**



Main actions (focus on rural)

- **Synergies and complementarities** must be further enhanced
- Updating the **EU Rural Action Plan and Rural Pact**
- Further operationalise the **rural proofing** principle
- Strengthen participatory local development tools, (**LEADER/CLLD**) and other forms of cooperation like **Smart villages**
- Further develop the concept of **functional rural areas**
- Address the targeted spread of **disinformation** in rural areas
- Establishing a **Women in Farming Platform**





Creating an enabling environment

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





Looking ahead

- Need to **continue working together**: building trust and dialogue to make the vision a reality
- **Collective effort** to elaborate further on the key initiatives and actions
- Join us next **8 May** on the **Vision Conference** to continue shaping an attractive EU farming and food sector

