



An Roinn Talmhaíochta,  
Bia agus Mara  
Department of Agriculture,  
Food and the Marine



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GREEN HORIZONS WEBINAR SERIES

# EU Vision for Agriculture and Food

## Farmers perspectives



26 JUNE 2025

16:00-17:00 CEST | 15:00-16:00 GMT

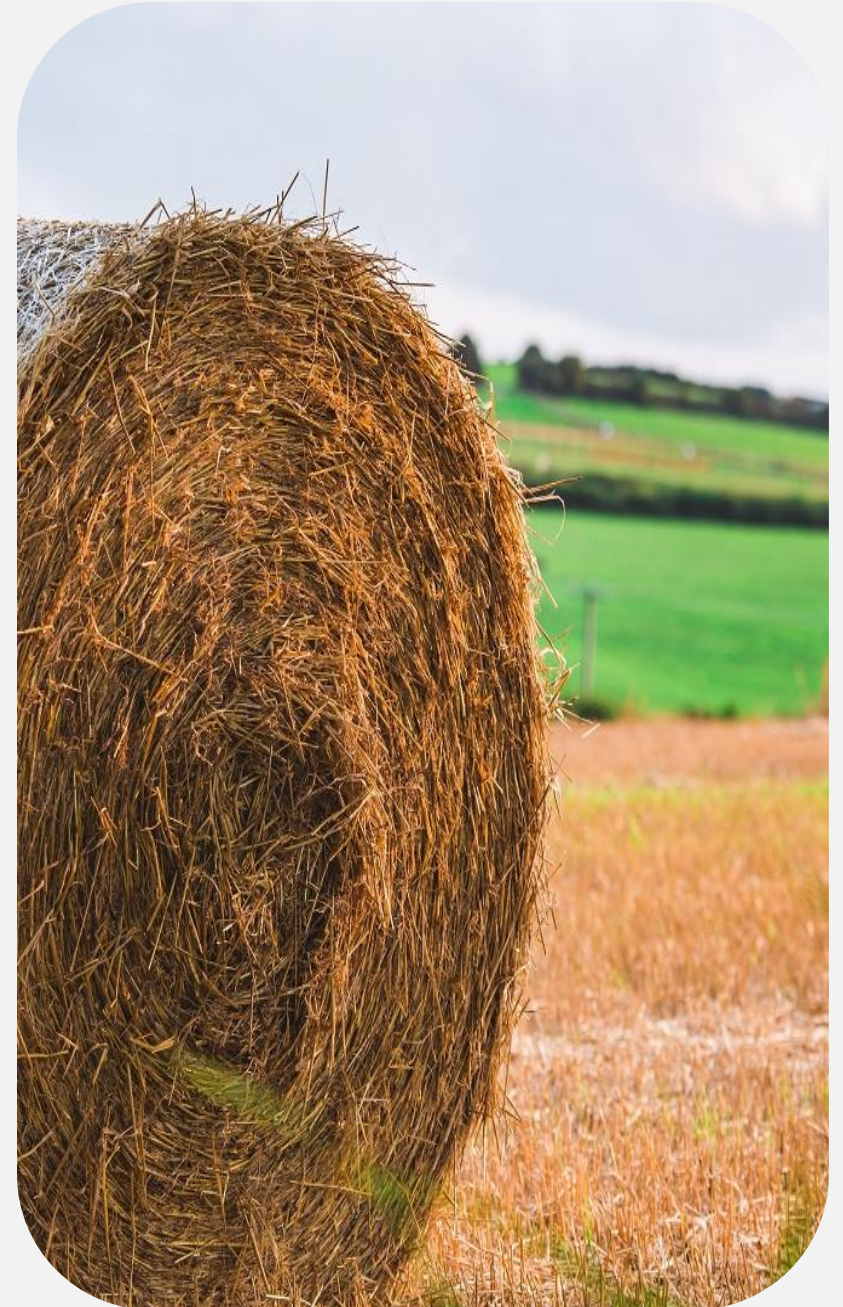


ONLINE



# Agenda

- Welcome
- Presentation on EU Vision for Agriculture and Food
- Invitation to our Green Horizons network
- Farmer perspectives (incl. Q&A)
- Feedback and close







## Our next webinar

### **Digging into soil health: policy and practice**

Thursday 17th July, 16:00-17:00 CET

Scan the QR code to register:





# Today's special guests



**Pasquale Di Rubbo**  
DG AGRI, European  
Commission



**Karol Kissane**  
Dairy farmer &  
Head of Economics,  
IFAC Ireland



**Dimitris Antonopoulos**  
Farmer, Greece



**Saskia Keesstra**  
Climate KIC



**Tessa Finch**  
Climate KIC



# Topics of interest from our audience

- Irrigation
- Biodiversity
- Plant-based production
- Engagement of Younger Generations and Students
- Trade offs between sustainability and productivity
- Funding challenges & options for Regenerative Agriculture
- How does the EU Deforestation Regulation affect farming
- Agrovoltaic systems
- Engagement with UNDP's Consciousness in Food Systems





European  
Commission

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A photograph of a hand holding a small green seedling in a field. In the background, a man in a blue shirt is kneeling and looking at a tablet. The scene is set in a field with large green leaves and a blue sky with clouds. A green L-shaped graphic element is on the left side of the text.

# A Vision for **Agriculture and Food**

# Unprecedented challenges



Growing geopolitical tensions



Persistent structural challenges, e.g. generational renewal



More frequent extreme weather events



A photograph of a person's hands holding a small green seedling in a field. In the background, another person is visible, holding a tablet. The scene is set outdoors under a bright sky.

# 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



## A new way of working: Building trust and dialogue

- **Trust and dialogue** across the entire value chain (EU and globally)
- **Stronger engagement** with farmers, food chain operators, institutions, and civil society
- Addressing concerns and ideas at **local and regional levels**
- **Collective effort** to define the future of EU farming and agri-food
- The diversity of situations calls for territorial approaches (rather than one-size-fits-all approaches)
- EBAF, Civil Dialogue Groups, CAP Network, Youth Policy Dialogue, Food Dialogue ...



# An attractive sector

- 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

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



# The CAP – General principles

*“The public support through the CAP remains essential to support farmers’ income”*

- **Simpler and more targeted**
- **From conditions to incentives**, a clearer balance between regulatory and incentives-based policies
- Simplified conditionality
- **Further streamlining** CAP implementation
- **Architecture:**
  - basic policy objectives and targeted policy requirements
  - further responsibility and accountability for MS on how to meet objectives



## The CAP – Targeting

*“Future CAP support will be more directed towards farmers that actively engage in **food production**, towards the **economic vitality of farms** and the **preservation of our environment**.”*

*“The support should be further directed towards those **farmers who need it most**, with a particular attention to the farmers in areas with natural constraints, young and new farmers, and mixed farms.”*

- Simplified income support for small and medium-sized farms
- Enhanced use of degressivity and capping
- All farmers to benefit from payments for ecosystem services, investment support, crisis and risk management tools





# A competitive and resilient sector

- 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



# Main actions

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



## A future-proof sector

- 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

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



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

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



Creating an enabling environment: putting research, innovation, knowledge and skills at the heart of Europe's agri-food economy





# Already delivered

- CAP Simplification Package
- EU Wine policy package
- Water Resilience Strategy
- Launch of the Livestock workstream

# Coming soon

- CAP
- Generation renewal strategy
- Pilot project for an EU Observatory on Farmland
- Cross-cutting simplification package
- Rural Pact conference
- Bioeconomy Strategy







## AN INVITATION: The Green Horizons Farmer Network

- European network
- Farmers with an innovative mindset
- Transition to sustainable and climate-smart agricultural practices
- Help to mitigate barriers to adapting to climate change
- Make voices and experiences heard to shape better agricultural policy.





## Why? Learn and share new tools and innovations

- Access knowledge, tools and pilot results from climate-smart agriculture projects across Europe
- Learn from peers' experiences
- Ask for specific capacity building resources relevant for your region or farming sector
- Follow webinars and join workshops with experts and peers







## Why? Raise your voice

- Share your experiences, challenges and ideas directly on the platform.
- Influence the topics, tools and training offered, shaped by the real needs of the field.
- Participate in surveys and open calls to co-create solutions with the community.
- Your voice helps guide innovation, policy input, and practical support for agriculture.





## Why? Connect with European initiatives

- Link your farm or advisory work with major EU research and innovation programmes such as Horizon Europe.
- Access knowledge, tools and pilot results from climate-smart agriculture projects across Europe.
- Discover opportunities for collaboration, funding and participation in trials or innovation networks.







## How can you get involved?

**F1 – Face-to-face commitment (tailor-made material) for 3 selected regions**

**Where:** Greece, Poland, Spain

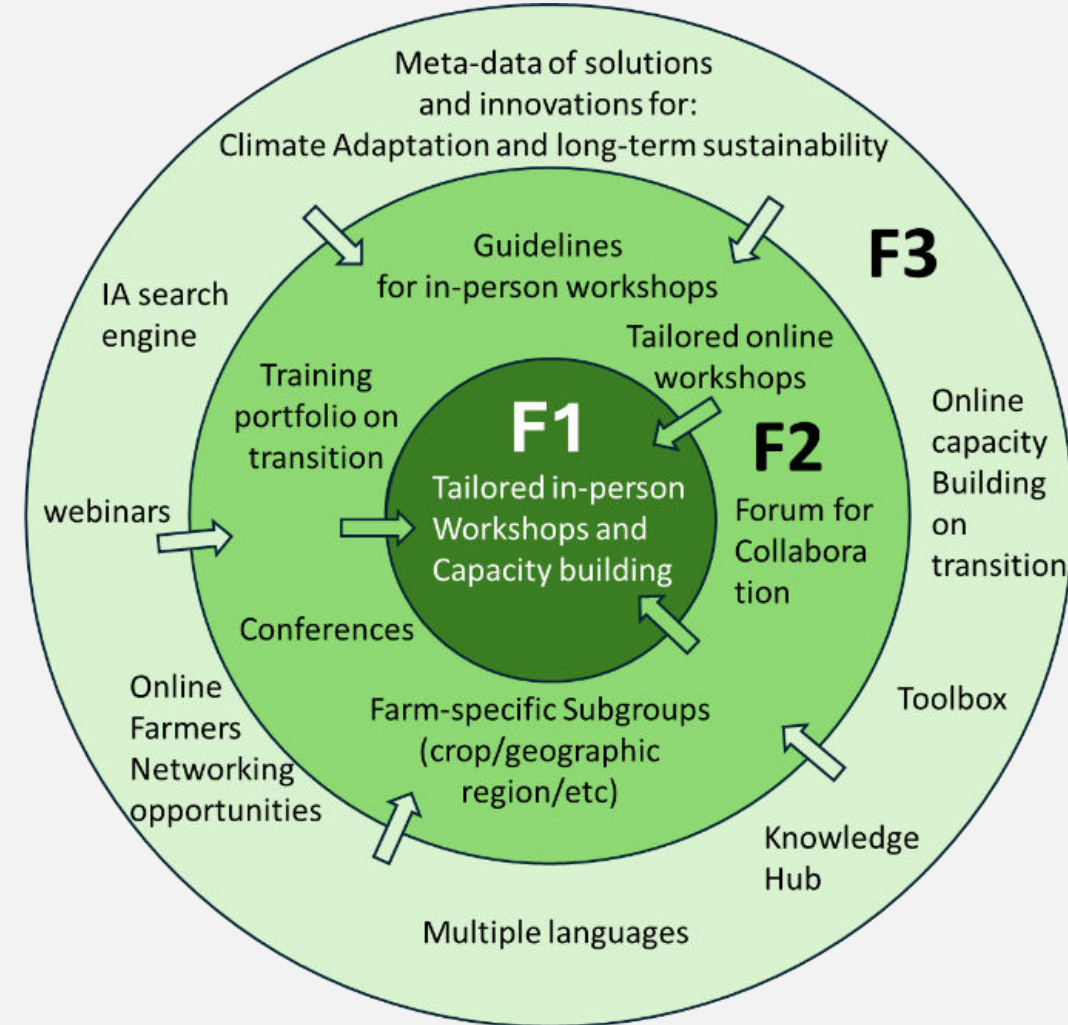
To test and refine our methodology

**F2 – Training and support modules for trainers**

**Where:** regions across Europe to upscale our methodology and generate wider interest for the farmers network

**Who:** farmer's advisor, a representative of a farmers' cooperative or association, a landscape manager  
(please tell us if you are interested to participate)

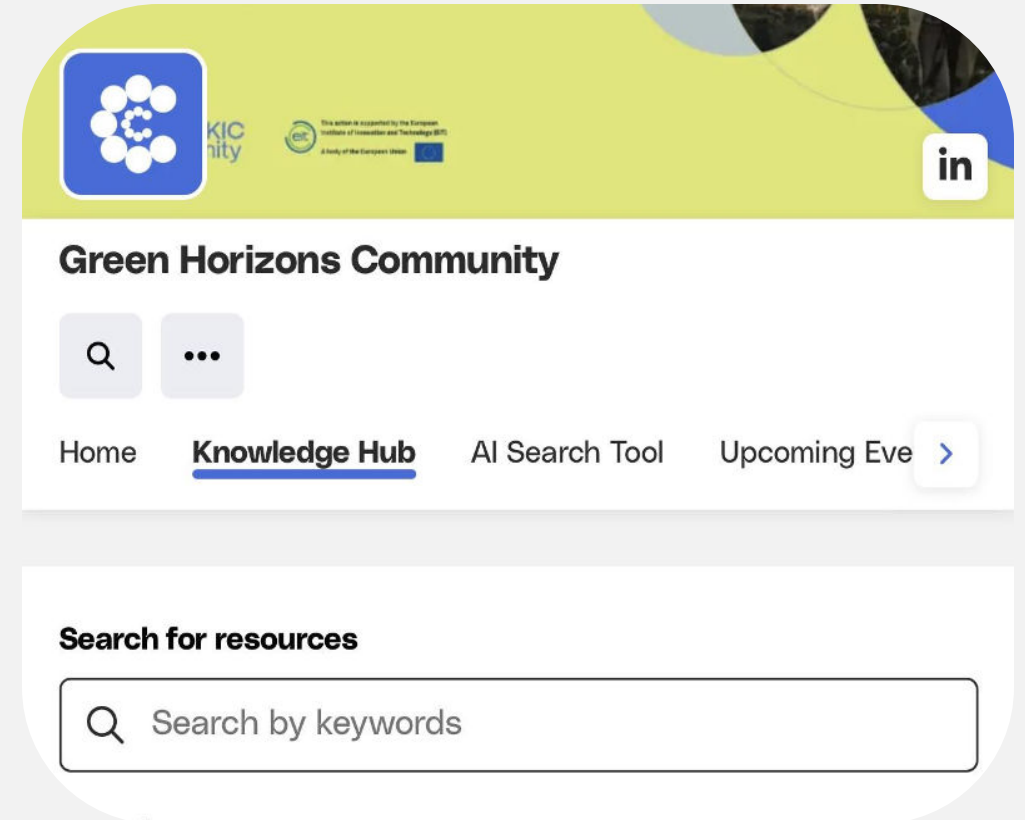
**F3 – EU-wide online platform for all farmers across Europe**





## Online platform: find information

1. Knowledge hub: database with useful links to existing toolboxes and solutions and innovations for climate adaptation and long-term sustainability
2. AI search engine for Q&A in different languages
3. Recorded webinars with option to select subtitles in preferred language
4. Capacity building modules on transition subtitled
5. Funding opportunity links for farmers at EU and national levels





## Join our network

Visit [www.climate-hive.org/page/Green-Horizons](http://www.climate-hive.org/page/Green-Horizons)  
or scan the QR code:

