



A Vision for Agriculture and Food

February 2025

Shaping together an attractive farming and agri-food sector for future generations

The Commission introduces the **Vision for Agriculture and Food** to shape the future of farming and food in Europe.

Objectives:

- Recognise **agriculture and food as strategic sectors**
- Strengthen **competitiveness and attractiveness** of the sector
- Ensure long-term **growth, innovation, and societal benefits** (today, tomorrow, and by 2040)

Foundation:

- Built on the **Strategic Dialogue** and consultation with the **European Board for Agriculture and Food**
- Calls on **all stakeholders** to shape and implement key initiatives

New Approach:

- **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**

Collaboration for the Future:

- Collective effort to **define the future of EU farming and agri-food**
- Ensuring a **resilient, innovative, and sustainable** sector

The priority areas

Attractiveness:

Making farming a viable and appealing career

Competitiveness:

Strengthening the sector's position in global markets

Future-proofing:

Embracing innovation and sustainability for long-term resilience

Connection:

Valuing food and fostering fair living and working conditions in rural areas.



An attractive sector:

How?

- Helping farmers get a better return from the market by ensuring a fair functioning food chain
- Offering fair and targeted public support
- Supporting farmers to access new sources of income
- Properly rewarding ecosystem services
- Attracting future generations to the profession
- Helping the agri-food sector leverage its entrepreneurial potential

Main Actions:

- Proposing a fairer, simpler and more targeted common agricultural policy
- Reviewing the unfair trading practices directive and common market organisation regulation
- Presenting a Bioeconomy Strategy
- Delivering a Generational Renewal Strategy
- Nature and carbon credits
- Advancing an EU Observatory on Farmland

A competitive and resilient sector:

How?

- Pursuing international partnerships
- Diversifying our trade relations
- Creating new export opportunities
- Reducing critical dependencies
- Increasing the resilience of the agri-food sector through effective risk and crisis management
- Simplifying policies

Main Actions:

- Presenting simplification packages for farmers and food businesses
- Reinforcing agri-food diplomacy and pursuing a stronger alignment of production standards
- Establishing a Unity Safety Net to protect the agri-food sector in the face of global challenges
- Launching a workstream on livestock to develop policy pathways for its long-term development
- Adopting a European Climate Adaptation Plan
- Develop a comprehensive plan to address protein supply challenges





A sector where food is valued and offers a fair living and working condition in rural areas:

How?

- 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

A future-proof sector:

How?

- 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
- Establishing an On-Farm Sustainability Compass
- Proposing a Water Resilience Strategy
- Accelerating access to biopesticides
- EU digital strategy on agriculture

Main Actions:

- Updating the EU Rural Action Plan and Rural Pact
- Establishing a Women in Farming Platform
- Holding an annual Food Dialogue with food system's actors
- Reviewing the legal framework on public procurement
- Reviewing the EU school scheme
- Promoting further uptake of geographical indications
- Updating the EU animal welfare legislation

