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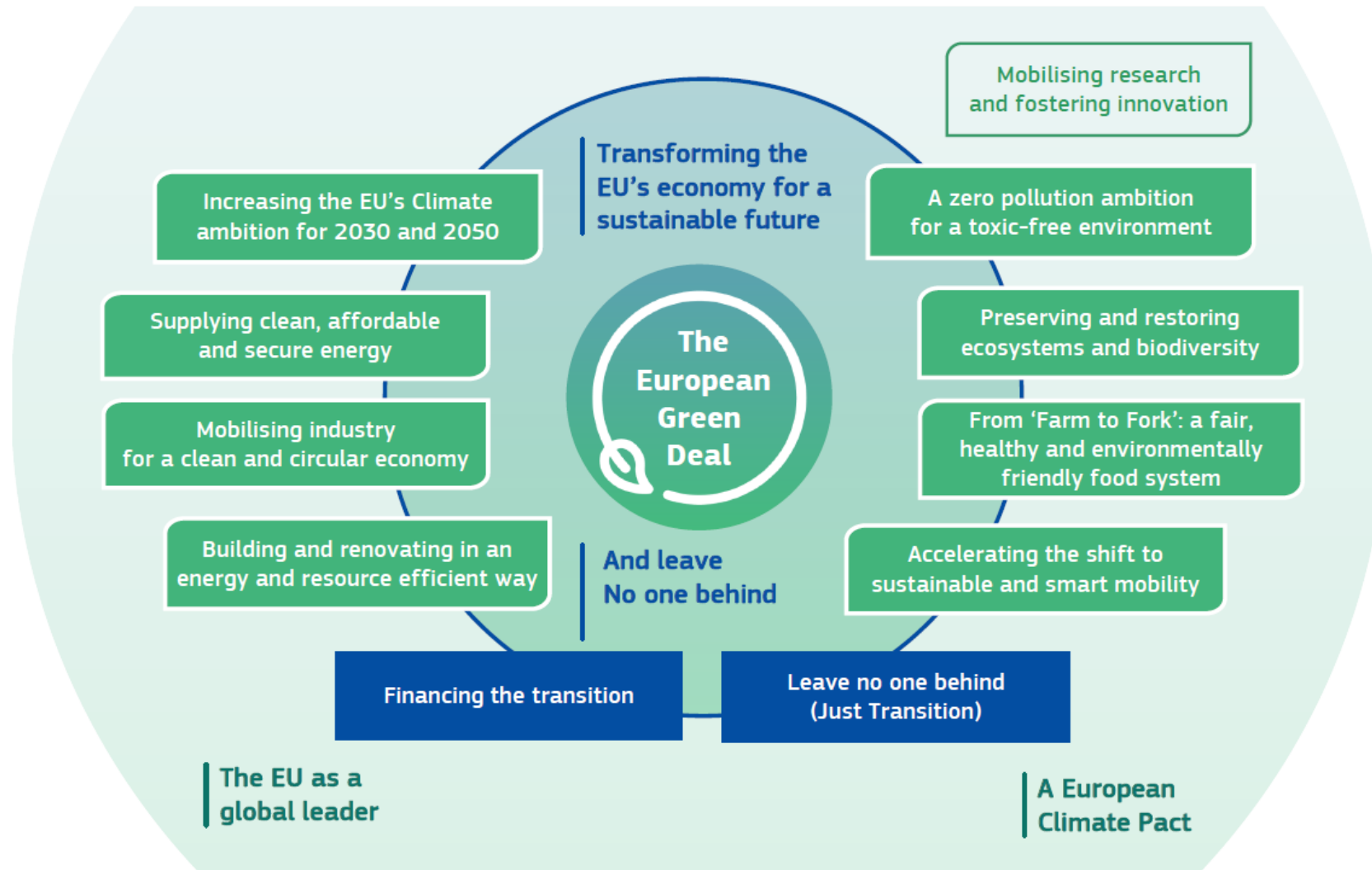
Green Deal, from farm to fork



Green Deal

Farm2Fork
Biodiversity 2030
Climate law
Animal welfare

The European Green Deal



- **Farm to Fork Strategy** in spring 2020
- Measures, including legislative, to significantly **reduce** the use of **chemical pesticides, fertilizers and antibiotics**
- Examination of the **draft national strategic plans**, to meet the ambitions of the European Green Deal and the Farm to Fork Strategy in 2020/2021

From 'Farm to Fork': a fair, healthy and environmentally friendly food system

50% less nutrient losses, 20% less use of fertiliser

50% less use of pesticides

25% organic farming in 2030

10% of agricultural land designated for landscape features

The EU as a global leader

A European Climate Pact

Biodiversity

- Protection of nature
- Room for rivers
- 3 billion trees to be planted
- Protection of pollinators
- 25% organic agriculture



What's next....

The National Strategic Plans (NSP) for the new CAP must reflect the Green Deal ambitions

Member States have to submit the NSP to the European Commission before the end of 2021

EU Climate Law proposals expected 14 July.... Including a Carbon Border Adjustment Mechanism (CBAM)

2023: EU proposals on animal welfare

EU farmers (COPA-COGECA) response

Farmers are testing new practices, e.g. to limit ploughing and fertiliser use. But not sufficient tools are available (e.g. biotechnology)

Green Deal may result in a rise of consumer prices while many European farms cannot keep up with third country imports as Europe cannot impose its standards on trading partners (“two-speed farming systems”)

We wait for an EU impact assessment – standard EU procedure – for such Green Deal policy and its implications for EU's farmers and EU trade

Impact on dairy sector

- Farmers need long-term predictability to invest in assets like housing, land and technology. Outcome of Green Deal proposals cause uncertainty (e.g. carbon).
- Global market demand will continue to grow around 1.8% per year, but mostly outside of the EU. EU farmers may be squeezed between new legislation and market realities.
- Covid-19, extreme weather events and political tensions are adding to the uncertainty. Investments in resilience are needed – from the EU NextGeneration Funds? .
- Animal welfare: mainly discussed in Northwest Europe, but consumers elsewhere are gradually paying more attention.

What can dairy companies do?

Devise a strategy for the next 10 years in co-operation with your farmers – “bottom-up”

Plan for competitiveness in your markets – whether it is local (high value), national, EU or world-wide (bulk). Important: to choose.

Plant-based is gradually on the rise – how do you respond? Think climate (grassland management), animal welfare, biodiversity

Markets usually move faster than legislation

Role of the CAP will diminish over time

Combining productivity and sustainability

Is there a business case for farmers and dairies?

Only if consumers and retail are on board

