

# Imagining the future of Europe's rural areas

22-26 MARCH 2021

# Rural Vision Week



#Rural2040 #RuralVisionEU

# Workshop 4: Farming and food production's role in building resilient rural futures

Draft first reflections from the workshop

ENRD Contact Point

# What are the key ideas/strands that should go into the vision. Where do we want to go?

- In 2040, the sector (AG and Food) will need to produce safe, sustainable and affordable food supplies for an increasing human population with increasing quality standards.
- Producers will need to become more professional and diversified, develop marketing skills and generate added value, as to secure sustainable incomes that are resilient to crises.
- The whole food chain should be shorter and better adapted to climate change, based on circular bioeconomy and specialisation.
- Cooperation has to become a key component up and down the value chain.
- Networking and communication to have a central role between farmers, businesses and policy makers.
- It will be important to have in place an enabling policy framework (a simplified CAP) and to acknowledge the important role of the consumer *“buying is voting”*.

# What are the step changes/conditions needed to get to the vision from where we are now?

## How do we get there?

- **Generational renewal** is vital for the sector (AG and Food) and requires enabling access to young farmers and new entrants to finance and land, to foster intergenerational cooperation, to ensure adequate infrastructure (*equity*) either physical or services, broadband, and to provide training and farm incubators.
- **Small producers** can become more effective in the value chain through cooperation (e.g. shared processing facilities like mobile abattoirs) and by focusing on direct marketing and local markets, labelling and peer to peer exchanges. Support is also needed on helping them to become more professional through training and advice on management skills and the use of business plans, and by enabling them to access knowledge and innovation.
- **Mediators/facilitators** are needed to facilitate interactions at the local level (e.g. between new entrants and older farmers), as well as, between local actors and policy makers.
- **Incremental innovation** - use of existing tools such as multi-actors approaches for generational renewal and financial instruments and good practices from other countries, or successful traditional approaches.
- **Branding** - Rural areas should become better at selling themselves e.g. on tourism, products, or quality of life.
- **Policy** - administrations to create an enabling framework (reduce red-tape, synergies between EU funds, simplification) and be transparent on the impact of EU policies on farming (e.g. impact assessment on trade agreements).