

Improving the sustainability of the European food supply chain

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Changes in the food supply chain

- Increased globalisation of the world trade
- More products from third countries entering the EU's internal market
- Increasing retail concentration
- Increasing concentration of large agricultural holdings

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The “losers” of these changes are:

- Small and medium-sized agricultural holdings - isolated, not part of cooperatives or POs
- Small and medium-sized food processors
- Local retailers
- Countries and regions with less competitive and technologically less advanced agri-food systems

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Examples of solutions

- Technological development of agriculture overall and individual farms
- Encouraging farmers to become members of cooperatives, PO-s that are able to cover the entire food-supply chain
- Encouraging establishment of POs (vegetable and fruit production)
- Establishing long-term vertical connections: farmer - producer organisation - food-processing industry - retail
- Establishing short food-supply chains: local food markets, direct door-to-door sale, online sale, digital platforms,...



What to expect in the future?

- Increased awareness on the importance of food security - lessons learned from Covid-19 crisis
- Changes in consumers' habits: more awareness about the origin of food consumed, food production technology and the producers themselves
- Simple and direct (on-line) communication between producer and consumer ·
- Increased online sales of food products
- New ideas from other business sectors in the food-production system

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How can CAP help farmers?

- Support for technological modernisation of farms
- Encouraging climate change mitigation and adaptation
- Encouraging cooperation between farmers and along the food supply chain
- Promotion of locally produced food, quality schemes, increased communication with consumers
- Supporting voluntary agreements across the food-supply chain
- Strengthening the role of food-supply chain ombudsmen/ombudswomen
- Strict implementation of UTP Directive in all EU Member States



**Hvala!
Thank You!**

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