



# CAP instruments that offer opportunities

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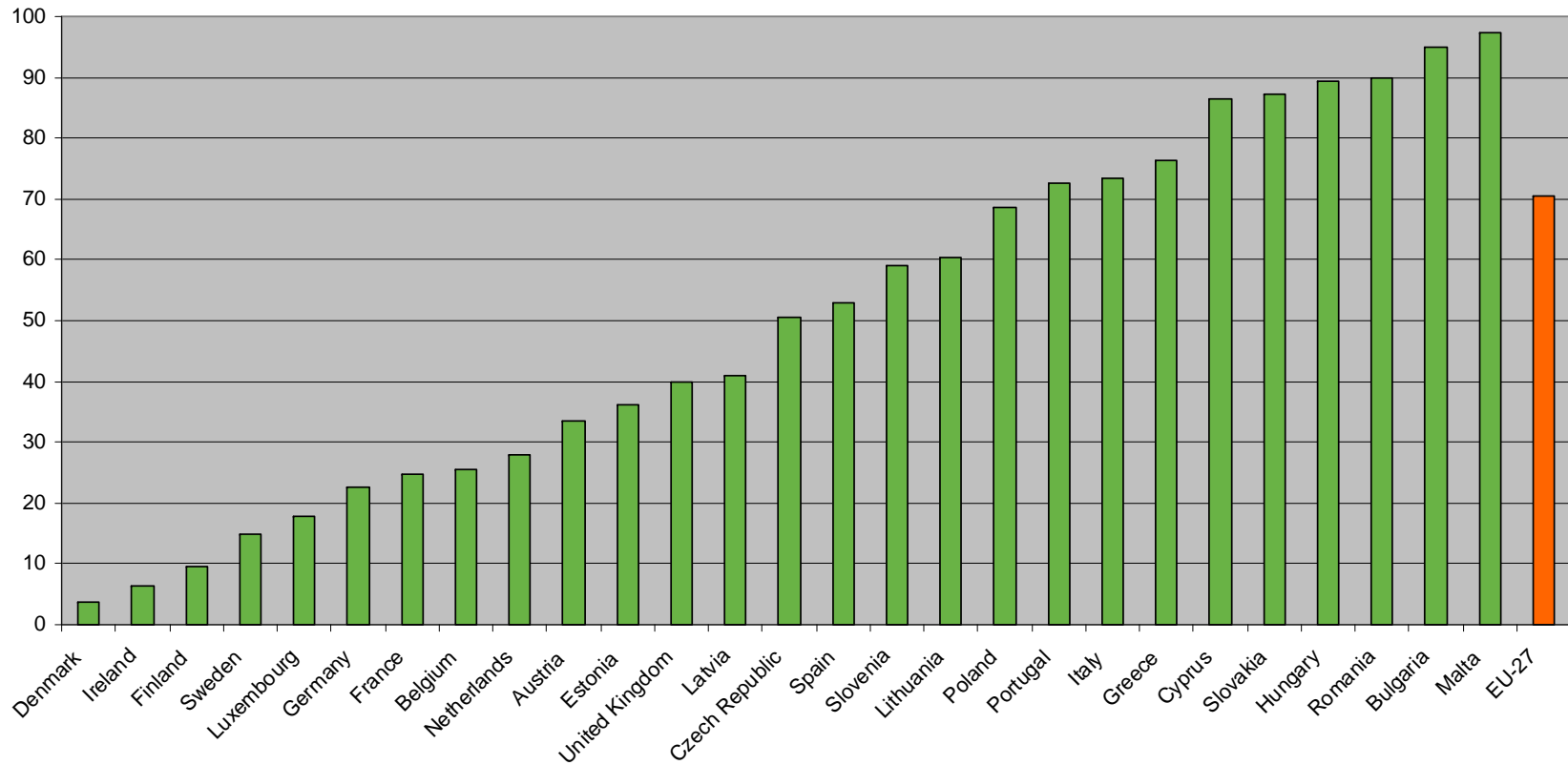
*Conference on local agriculture and short food supply chains*  
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# Outline

- 1. Diversity of farm structures and importance of direct sales**
- 2. Current instruments and challenges**
- 3. CAP proposals and next steps**

# Majority of farms small in physical terms

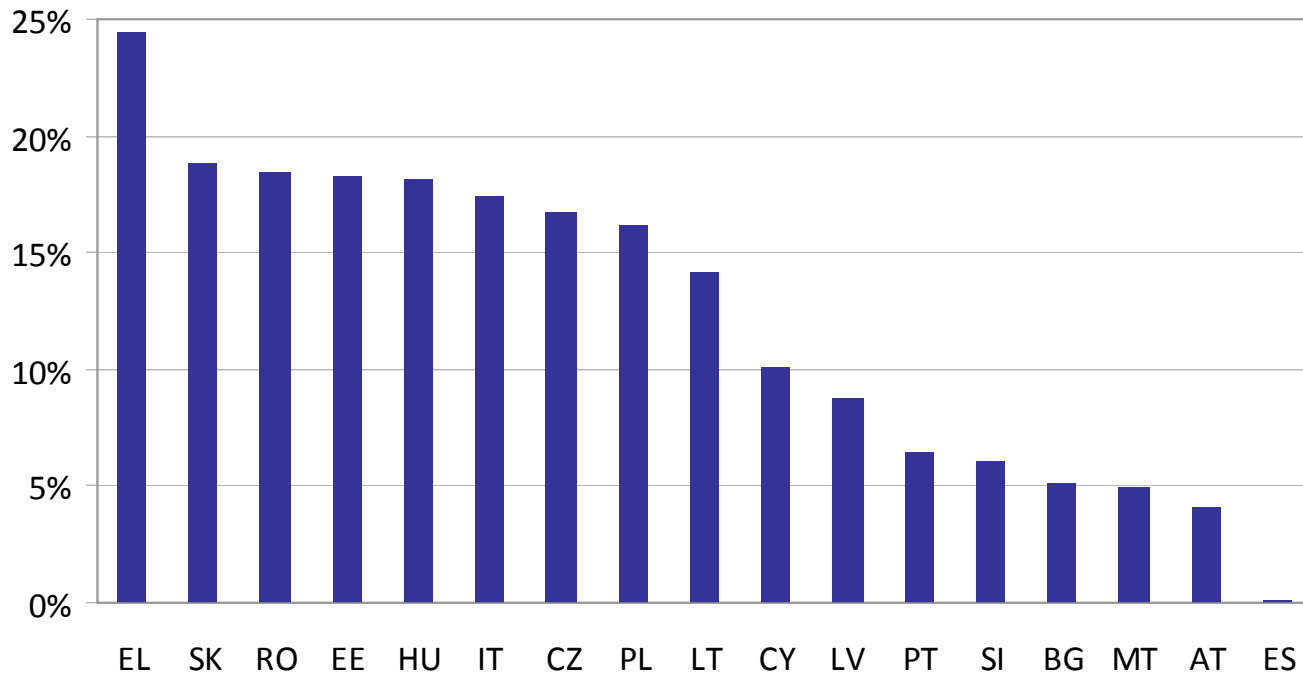
% small farms (< 5 ha)



# Importance of farm direct sales

*Share of farms selling directly more than 50% of their production (data are available for 17 Member States, and they are based on farmers' estimations)*

*[Source: DG AGRI elaboration based on Eurostat FSS 2007]*



# Consumers' appreciation: Eurobarometer survey

*89% of people questioned agreed that there are benefits in buying agricultural products and foodstuffs which come directly from a farm close to where they live;*

*52% of respondents found it easy to identify "local" products;*

*89% of respondents also shared the opinion that it would be useful to have a label identifying such products.*

# Current RD support – key measures

*Farm modernisation;*

*Adding value to agricultural products;*

*On-farm diversification towards non-agricultural activities;*

*Training and information.*

# Challenges for the future

*Upgrading marketing skills;*

*Reaching a critical mass to access the market;*

*Improving infrastructure (farm shop, street markets);*

*Stimulating local networks and partnerships  
(connecting farmers, local authorities and  
consumers);*

*Easier identification of local products and enhanced  
communication about their qualities;*

*Demanding requirements and standards.*

# Future rural development priorities

## Priority 2: Enhancing competitiveness of all types of agriculture and enhancing farm viability

*- facilitating restructuring of farms facing major structural problems, notably farms with a low degree of market participation, market-oriented farms in particular sectors and farms in need of agricultural diversification;*

## Priority 3: Promoting food chain organisation and risk management in agriculture

*- better integrating primary producers into the food chain through quality schemes, promotion in local markets and short supply circuits, producer groups and inter-branch organisations.*



# Thematic sub-programmes (TS)

*Member States may include within their rural development programmes thematic sub-programmes, contributing to the Union priorities for rural development.*

*Aimed to address specific needs identified, among others in relation to:*

- **small farms;**
- **short supply chains**

## *Indicative list of rural development measures for small farms and short supply chains*

### **a) Investment and local infrastructure**

- *On farm investment in physical assets*
- *Basic services and village renewal*

### **b) Farm and business development**

- *Business start up aid for young farmers, non-agricultural activities in rural areas and development of small farms*
- *Investments in non-agricultural activities*
- *Annual payment for “small farmers” transferring their holding*

### **c) Skills and concept development, quality promotion**

- *Knowledge transfer and information actions*
- *Advisory services, farm management and farm relief services*
- *Quality schemes for agricultural products and foodstuffs*

### **d) Cooperation of different partners**

- *Small operators sharing facilities and resources*
- *Promotion activities related to short supply chains and local markets*
- *Setting up producer groups*

### **e) Local strategies (Leader)**

## Next steps

*Consultation of Member States and stakeholders;*

*Working group « Product from my farm » in the framework of the Advisory group on quality;*

*Study on short food supply chains: publication in autumn 2012;*

*Council and EP debate in the framework of the Quality Package.*