



# THE FUTURE OF FOOD & FARMING

## SUPPORTING FARMERS AND THE RURAL COMMUNITY

The future common agricultural policy (CAP) will remain focused on its two key principles: supporting farmers and encouraging the dynamic and sustainable development of wider rural communities. These two separate pillars will remain, but setting goals and achieving results will be simplified and made more coherent between them.

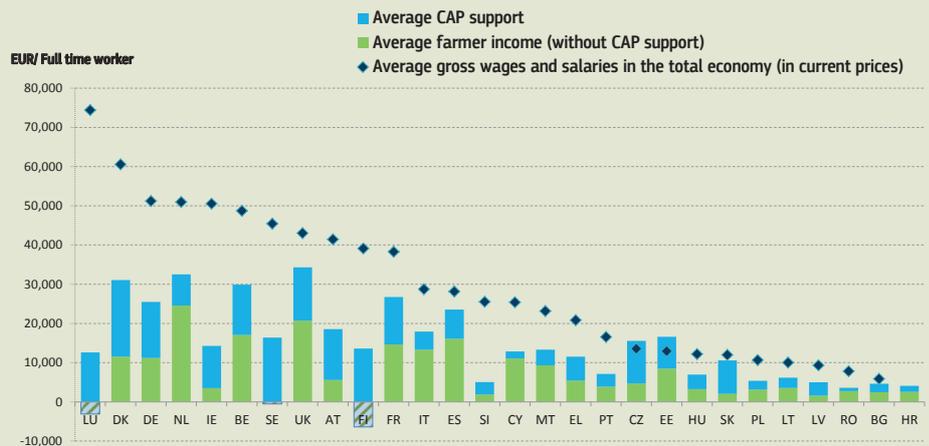
### THE TWO-PILLAR ARCHITECTURE REMAIN THE TWO COMPLEMENTARY FACETS OF THE CAP

#### FIRST PILLAR: DIRECT PAYMENTS & MARKET MEASURES

**DIRECT PAYMENTS** to farmers provide basic income support. Farmers must meet strict public, animal and plant health, environment and animal welfare requirements to receive their payments.

**MARKET MEASURES** are the rules that regulate agricultural markets in the EU—the EU support to specific sectors, the promotion of EU agricultural products (through marketing standards, geographical indications, labels, etc.), the market instruments (private storage, intervention), the support to a more balanced food supply chain. International trade measures such as licences and tariffs, as well as competition rules, also come under this banner.

Farmers' income is still lagging behind salaries in the whole economy



#### SECOND PILLAR: RURAL DEVELOPMENT

**Rural development funds** invest in local projects to support the socio-economic fabric of rural areas. Rural development funds can for example support the setting up of an artisan's business, invest in sustainable irrigation systems, organise trainings for farmers, help develop agri-tourism, etc. Rural development also plays a central role for climate-related actions by supporting farm modernisation in order to cut energy consumption, produce renewable energy, improve input efficiency and reduce emissions.

