EU Green Deal: benefits for farmers

Embedding the concept of sustainability in the way we produce and consume our food will bring benefits for all the actors in the food chain and in particular for farmers.

1. HIGHER RETURNS
   Sustainable business models, labelling schemes (sustainable, animal welfare) and marketing standards will link production methods to premium consumer demand, leading to higher returns for farmers and food producers.

2. STRONGER ROLE IN THE FOOD SUPPLY CHAIN
   Enhanced tools will improve the position of farmers in the value chain/agri-food supply chain.

3. NEW BUSINESS OPPORTUNITIES
   Changing consumer demand and new sustainable systems will bring about new business opportunities, such as the plant protein sector or in an ever-emerging bioeconomy.
Labelling and marketing initiatives will heighten awareness of EU high standards/added-value, opening up additional export opportunity.

Meeting an increasing demand for sustainable food means making a stronger connection with consumers.

Advances in innovation, technology and digital solutions (precision agriculture) will reduce inputs thereby reducing costs.

**LOWERING COSTS**

**STRONGER CONNECTION WITH CONSUMERS**

**NEW GLOBAL MARKETS**

Labelling and marketing initiatives will heighten awareness of EU high standards/added-value, opening up additional export opportunity.