



European
Commission

EU Green Deal: benefits for farmers

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#EUGreenDeal

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

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.



4 LOWER COSTS

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

5 STRONGER CONNECTION WITH CONSUMERS

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



6 NEW GLOBAL MARKETS

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

