



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 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

Tools to contribute to improving farmers' position in the food supply chain.



3 NEW BUSINESS OPPORTUNITIES

Changing consumer demand and new sustainable systems will bring about new business opportunities, for example in the plant protein sector or the bioeconomy.



4 LOWER COSTS

Advances in innovation, technology and digital solutions (precision farming) will lead to higher productivity and reduced inputs thereby lowering 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, opening up additional export opportunity.

