

# WORKING TOGETHER TOWARDS THE VISION

FOR FAIR, ENVIRONMENTALLY CONSCIOUS, HEALTHY AND CARING  
FOOD AND FARMING SYSTEMS ACROSS EUROPE

## WHO CAN DO WHAT



### ORGANIC ON EVERY TABLE

- Helps to ensure that the rules and economic value of organic production stimulate conversion
- Promotes the availability of inputs adapted to organic systems and fights against inputs that threaten organic production
- Builds bridges with farming communities and like-minded organisations to develop strategic cooperation

- Engage and create links with actors beyond the organic sector
- Build sustainable value chains to ensure economic viability and avoid dependence on subsidies
- Improve communication about the benefits of organic production for society and the environment

- Reform the CAP to ensure that environmental and socio-economic outcomes delivered by farmers are fully incentivised and rewarded
- Use green procurement to stimulate sustainable diets in public canteens and private sector mass catering
- Prioritise access to land for new organic and transitioning farmers

### IMPROVE INSPIRE DELIVER

- Demonstrates the solutions organic food and farming can provide to the challenges facing our food systems
- Advocates for key issues at the intersection between environmental and agricultural policies, such as climate change and biodiversity conservation
- Helps to increase the EU funding dedicated to organic research, and showcasing organic innovation

- Improve how we grow and process food
- Promote sustainable diets and the consumption of healthy food
- Engage in knowledge generation and sharing

- Increase research funding and support development of formal education and advisory systems with an organic focus
- Develop and implement organic action plans
- Ensure coherence between policies related to food, farming, health, education and the environment

### FAIR PLAY FAIR PAY

- Advocates for true cost accounting and value pricing
- Increases the credibility, fairness and transparency of the organic food chain by supporting the development of new certification and inspection tools
- Builds the capacity of organic associations; enhances dialogue between actors in the value chain

- Inform citizens about the true cost of food, its origin and how it is produced
- Develop or adopt new tools to create transparency from farm to fork and enhance dialogue between all value chain actors
- Develop and adopt a code of conduct for fair pricing and fair relationships for value chain actors

- Develop a unified framework of indicators for true cost accounting and value pricing, which helps reward practices that deliver public benefits
- Develop comprehensive production and market information systems, and encourage exchanges of price and production data
- Promote cooperation between value chain actors and support (local) approaches to rural empowerment

# TRANSFORMING FOOD & FARMING - MAKING IT HAPPEN

AN ORGANIC ROADMAP TO SUSTAINABLE  
FOOD AND FARMING SYSTEMS IN EUROPE

## VISION 2030

ORGANIC ON EVERY TABLE

IMPROVE INSPIRE DELIVER

FAIR PLAY FAIR PAY

Food is central to human life. It nourishes us, supports our communities and is a cornerstone of our culture. Yet the way we produce and consume food can cause many problems threatening the health of our farms, people and the planet.

But there is good news. The last few years have seen a major shift, with the need for good food and farming increasingly taking centre stage and a firm position on the agendas of the media, public institutions, and of businesses and citizens. However, the challenge remains how to transform our food and farming systems.

As part of the agroecological family, organic plays an important role in the changes we want to see. It already provides a proven path to achieving the Sustainable Development Goals related to agriculture, nutrition, health, climate change and responsible production and consumption. Organic food and farming,

underpinned by legislation, will help Europe to attain its strategic objectives for agriculture: viable food production, sustainable management of natural resources, climate action, balanced rural development, sustainable consumption and the pursuit of research and innovation. Moreover, as part of a global Organic 3.0 process, the European organic movement is committed to enabling the uptake of truly sustainable food and farming systems, and of markets based on organic and agroecological principles.

This roadmap is the result of extensive discussions led by IFOAM EU in its collective vision development process. Those exchanges have shown that only through the joint efforts of everyone with a stake in the food system will it be possible to achieve our vision. This publication is an invitation to us all to start – or continue! – actively shaping the agri-food systems that we want to see in Europe and beyond.

## ORGANIC AND AGROECOLOGICAL FARMING: WORKING TO TRANSFORM OUR FOOD SYSTEMS

Agroecology and organic farming should be considered in their synergies and co-evolution. Organic and agroecological farmers are working to change and improve agricultural systems in the name of greater sustainability, while using similar approaches. These range from minimising external inputs and favouring diverse crops and/or animals, to a reliance on biological processes to build soil fertility and control pests and diseases. Both favour more direct links with their customers and are ambitious to probe, improve and develop their practices. Certification is a specific feature of organic agriculture that supports the financial viability of organic farms and companies, provides guarantees to citizens, and encourages designing better systems based on organic and agroecological principles. In much of Europe, farms and activities identified as agroecological are almost invariably certified as organic too.



MAKING EUROPE MORE ORGANIC



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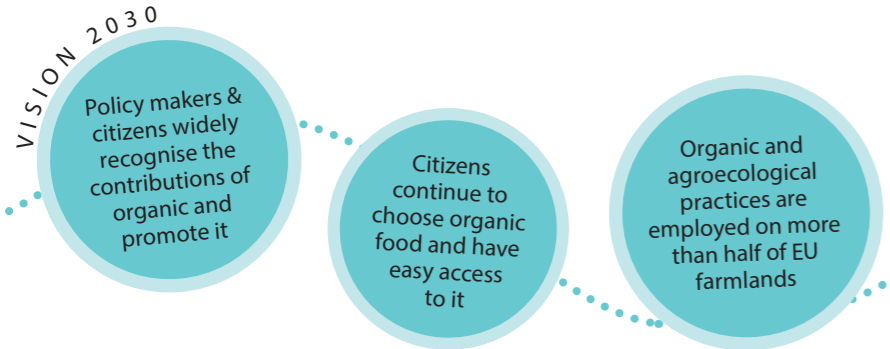
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# MAKING OUR VISION FOR ORGANIC BY 2030 HAPPEN

## ORGANIC ON EVERY TABLE



- Engage and create links with actors beyond the organic sector
- Build sustainable value chains to ensure economic viability and avoid dependence on subsidies
- Improve communication about the benefits of organic production for society and the environment
- Reform the CAP to ensure that environmental and socio-economic outcomes delivered by farmers are fully incentivised and rewarded
- Use green procurement to stimulate sustainable diets in public canteens and private sector mass catering
- Prioritise access to land for new organic and transitioning farmers

To transform food and farming successfully, high quality food must become more widely available. This can be achieved by increasing production, while also raising the level of recognition among consumers and policy-makers of the economic, environmental and social benefits provided by organic production.

To make this happen, the organic sector needs to reach out to food and farming actors working both within and beyond organic. Engaging with conventional farmers, community leaders, citizens' initiatives, companies and NGOs dealing with sustainability, as well as with schools, chefs and health advocates, will ensure the recognition and support needed in order to put organic food on every table. Creating links with these actors requires improvements in the way we communicate, and the use of diverse channels to tell the story of the benefits of organic food for society and ecosystems.

The success of organic food and farming also depends on their economic viability. This means that farmers, companies and the whole

value chain need to invest to increase the production capacity, to support conversions and raise the profitability of organic, and to reduce the dependence on subsidies.

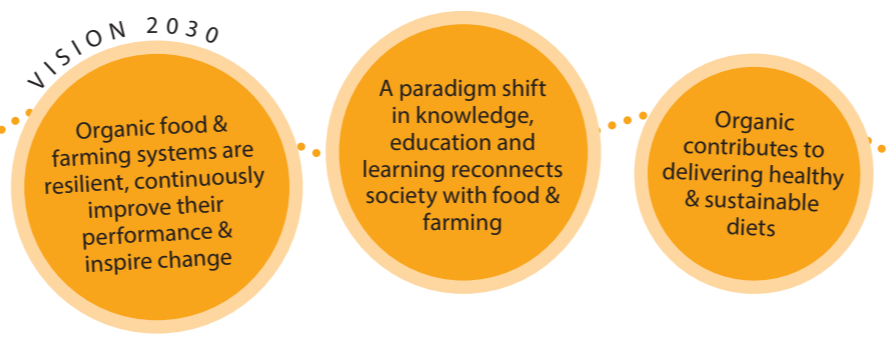
Policy-makers also play a key role. A lot can be achieved with appropriate incentives and coherent policies to support the ecological and social services that farmers provide. One example would be to change the focus of the CAP to ensure fundamental support for farmers whose approaches inherently work towards the socioeconomic and environmental sustainability of their farms and their regions. Moreover, through the choices made in the canteens of schools and hospitals, and in the catering for offices and restaurants, public bodies and the private sector alike also play a vital role in shaping how we eat. Finally, access to land is critical for the development of sustainable farming. We need policies that address the phenomenon of land grabbing, limit land concentration, foster generational renewal and support new farmers.

To support start-ups and farms in the organic sector, Demeter Academy and partners offer young farmers and entrepreneurs knowledge, a biodynamic network, free space, feedback and support for legal, economic and social aspects of running organic businesses. The program consists of five modules, each focussing on different aspects of funding a business

**LEADING BY EXAMPLE**

A support programme for young people to take over a farm or found organic businesses in Germany

## IMPROVE – INSPIRE – DELIVER



- Improve how we grow and process food
- Promote sustainable diets and the consumption of healthy food
- Engage in knowledge generation and sharing
- Increase research funding and support development of formal education and advisory systems with an organic focus
- Develop and implement organic action plans
- Ensure coherence between policies related to food, farming, health, education and the environment

Organic farming and production work with nature to achieve the best possible results for people, animals and the planet. A systems perspective and a spirit of continuous improvement are inherent parts of the organic model, making it a key driver of transformation. To inspire further change in our food and farming systems, organic producers need to continue reducing the use of resources at all levels, while increasing productivity, recycling and reusing inputs, improving animal health and welfare, and avoiding waste. As processed food plays an ever bigger role in our lifestyles, organic actors also need to improve the quality of such foods, using healthier recipes and adopting minimal processing techniques. By promoting greater consumption of plant proteins and fewer, better quality animal products, the organic sector will contribute to healthier diets with a smaller carbon footprint. There is a direct link between improved performance in organic systems and increased know-how for organic food production. Therefore, organic food and

farming actors need to get actively involved in research and innovation projects, and to share their knowledge across the value chain and all around Europe.

To close the knowledge gap that exists between organic and conventional food production, policy-makers need to provide more funding for organic research and innovation. Such research should be based on participatory, system-oriented approaches. There is also a need to develop formal education and advisory systems with an organic focus, to ensure the spread of practical knowledge and skills.

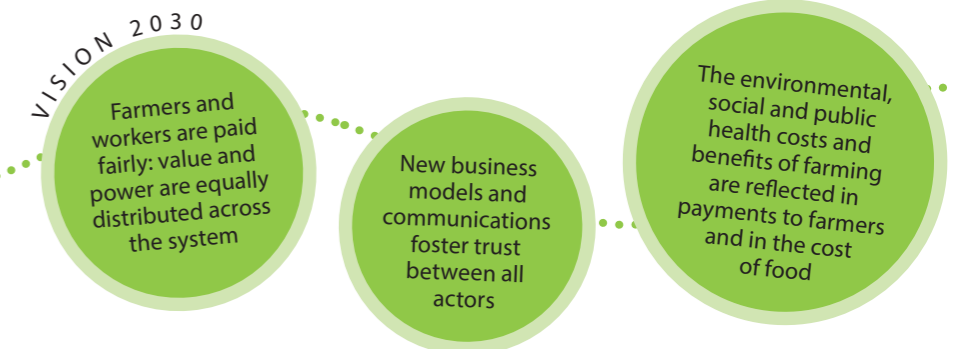
Policy-makers need to develop and implement organic action plans that enable organic actors to improve and innovate, and inspire others to follow suit. Finally, the thorough transformation of our food and farming systems can only happen if there is complete coherence between all policies related to food and farming, health, education and the environment.

**LEADING BY EXAMPLE**

An evidence-based programme that impacts on health and well-being, education, sustainability and inequalities across communities

Soil Association Food for Life works with public and private sector leaders to make good food the easy choice for everyone, wherever and whenever they are. The programme takes a whole system approach to food, changing both the food environment and food culture within which people make choices. The programme incorporates the Food for Life Served Here scheme, which provides an independent endorsement that food providers are taking steps to improve the food they serve

## FAIR PLAY – FAIR PAY



- Inform citizens about the true cost of food, its origin and how it is produced
- Develop or adopt new tools to create transparency from farm to fork and enhance dialogue between all value chain actors
- Develop and adopt a code of conduct for fair pricing and fair relationships for value chain actors
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It is a good time to be organic. Never before has the market been as big, nor has it grown as rapidly. But while the sector begins to expand beyond the niche market, the supply chain actors must retain their organic spirit and should play a role in finding solutions for fairer and more transparent food systems. They should do so in cooperation with entrepreneurs and economic actors outside the sphere of food and farming. For food systems to be transparent and fair, all actors need to work together to ensure that value and power are fairly distributed among all the operators in the system, and that the costs and benefits of food production are accounted for. In the organic sector, a continuous dialogue between producers, traders, certifiers and distributors would benefit the whole chain. There is a need for business models and supply chains that generate more added value for the primary producers, and which connect citizens with producers – both physically and virtually. The organic sector should also capitalise on technological developments, such as the Internet of things or block-chain technology, which promise to greatly enhance

transparency about the origin, true value and production methods of food we buy.

Policy-makers also play an important part in maintaining balance in the value chains. Accommodating the costs and benefits of food production is complicated. It can be done in various ways, such as taxes on pesticides and fertilisers, or rewards for beneficial environmental practices. Europe needs to develop and adopt a basic set of key indicators showing the impacts on soil quality, water use, waste production, energy and suchlike. A conducive environment for sustainable food and farming also depends on the availability of information on production and market trends, as this helps inform future investments. Policy-makers must create incentives to encourage operators to exchange price and production data. At the same time, promoting local approaches, such as community-supported agriculture, bio-districts and city food networks, will encourage rural revival and build trust in the food systems.

**LEADING BY EXAMPLE**

An organic grass-fed beef quality scheme that aims to give more added value to the products and offer better prices to the producers

Liivimaa Lihaveis created a government-certified quality scheme that unites organic beef farmers in Estonia. The scheme ensures welfare of the animals, sustains the biodiversity of the country's diverse grasslands and offers the highest prices to the producers

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AND SUBMIT YOUR OWN

