

Innovation in the agri-food supply chain

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1. About the coalition





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- Created in 2014
- Adopted a vision document ‘unlocking the potential of Agriculture’
- Organised 5 key events all around Innovation:
 1. Launch in Greece 2014
 2. EP in Sept 2014
 3. Milano Expo June 2015
 4. Debate on EP agri-innovation initiative report May 2016
 5. K4I Sept 2016
- January 2017: new website:
<https://agrifoodchaincoalition.eu>
- **Next event:** 16 October 2017 - Resource efficiency



2. Recalling our vision



Our vision

Unlocking the potential of agriculture and the food industry in the EU

The 'Joint Vision' is a common call for a more streamlined EU policy agenda that places the promotion of innovation for and in agriculture at its core in order to sustain healthy, high-quality and affordable food production and resulting choice for consumers.

The 'Joint Vision' underlines the importance of providing a secure and safe supply of food not only for EU citizens, but also for those beyond Europe's borders—and to do so in a sustainable and environmentally friendly manner. At the same time, the coalition points to the economic weight of these sectors, and with that their important relevance in achieving overarching EU policy goals such as higher employment and economic growth.



3. Strength of the agri-food chain

- ✓ **Employs** more than **30 million people**
- ✓ **Represents 3.5%** of the EU's total gross value added
- ✓ Helps create **jobs and growth**
- ✓ Provides **food security**
- ✓ Ensures **food safety**
- ✓ Promotes **sustainability** and **resource-efficiency**
- ✓ Safeguards the **environment**
- ✓ **Fosters innovation**

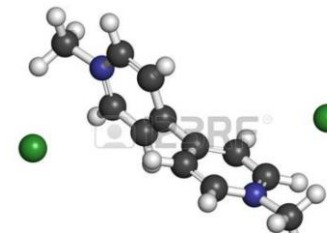
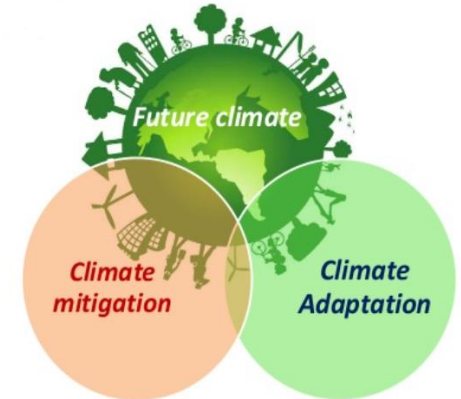
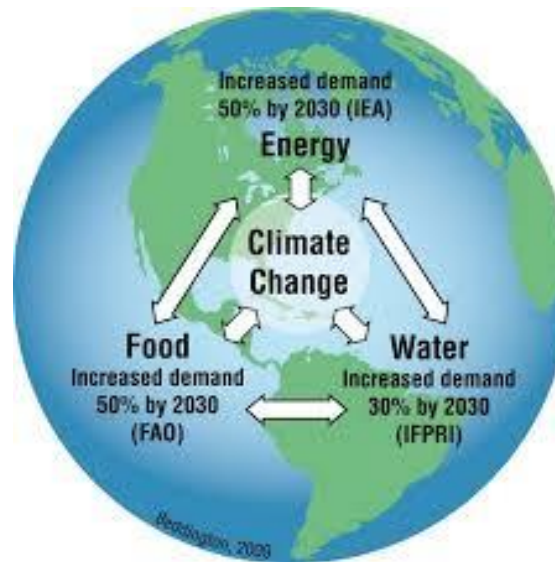
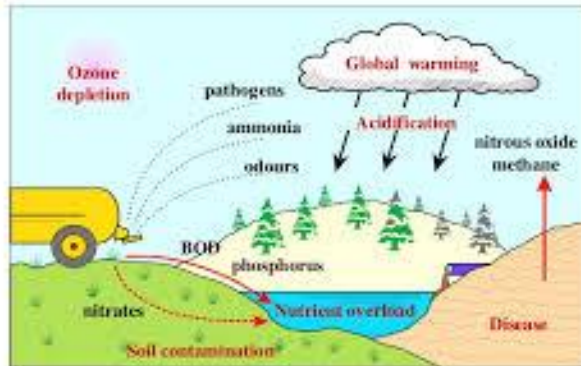


Strives for **better and smarter policy-making**



4. Global challenges

Potential environmental impact



Disease resistance

Challenges and opportunities:

Providing Food Security

Europe is a major global food importer and exporter and is home to some of the world's most fertile arable land. It must use these advantages to play its part in feeding the growing population in Europe and the world as a whole. By constantly innovating and ensuring the competitiveness of its farmers and its food industry, Europe will be able to meet this challenge and continue delivering sufficient amounts of high-quality food at affordable prices every day.

Ensuring Food Safety

European consumers enjoy the highest standards of food safety, which are delivered all along the chain from farm to fork. Innovation helps maintain those standards in the most effective and efficient way.

Helping Create Jobs and Growth

Europe can be globally competitive and ensure vibrant job creation and economic growth by enabling innovation, ensuring the deployment of best practices and eliminating unnecessary regulatory burdens in the agri-food sector.

Safeguarding the Environment

Agriculture is closely linked with nature and the environment. Innovative technologies, products and practices can help make the most efficient and sustainable use of natural resources, and thereby improve farming's environmental footprint.

Improving Today...and Tomorrow

The agri-food chain invests in the future and constantly looks for new ways to be competitive, productive and sustainable (economically, environmentally and socially); our goal is to make sure consumers in Europe and around the world continue to have access to healthy, high-quality, and affordable food choices.

Food for Thought

A vision for unlocking the potential of
agriculture and the food industry in the EU





Innovative solutions include...

Animal production:

- Vaccines against viruses & diseases: supporting animal health and welfare, and enabling disease prevention & preparedness
- Gut health enhancers (probiotics, prebiotics, etc.)
- Precision breeding technologies, innovative feed ingredients and precision feeding





...and

Crop production:

- Significant progress in crop protection product profile formulation and decision making tools
- More than 50% of bio-control products for crop protection provided by EU-based companies
- Innovative harvesting machines (satellite navigation)
- Precision farming technology



Bottlenecks:

Issues	Sectors affected
Delays in setting EU rules and authorisations	Crop products: endocrine criteria, new substances and renewals)
Overly heavy administrative burden and costly product registration procedures reduce available resources for R&D	<ul style="list-style-type: none"> • Feed additives • Veterinary medicines • Machine technology
Gold plating: dysfunctional EU authorisation system/lack of harmonised rules/national bans	<ul style="list-style-type: none"> • GM crop products: imports and processing • Animal breeding: animal welfare requirements • Trade
Lack of legal clarity on the use of new breeding & reproduction techniques	Animal and crop production
Lack of public funds for public-private partnerships on innovation	<ul style="list-style-type: none"> • Crop breeding and production • Animal breeding • Animal nutrition • Animal health



8. Contact



www.agrifoodchaincoalition.eu



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