



European  
Commission

# EU Green Deal: benefits for farmers

May 2020  
#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.*



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## 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.

## STRONGER ROLE IN THE FOOD SUPPLY CHAIN

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



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## 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.

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## 5 STRONGER CONNECTION WITH CONSUMERS

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

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## 6 NEW GLOBAL MARKETS

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

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