

# What promotion policy in support of the F2F and the GD?

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Views from the Ten Years For Agroecology scenario  
EU Agri-Food Promotion Policy Review Conference  
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Sébastien Treyer, Executive Director, Iddri

# Introduction & Content

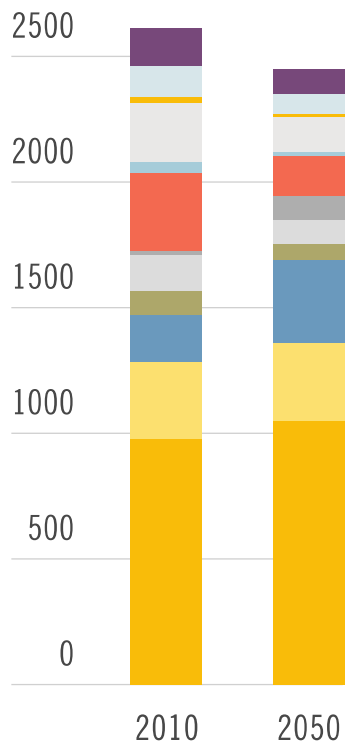
- A promotion policy to support the transition towards a (more) sustainable food system, aligned with the F2F / GD
  - Targets on the supply side
  - ... but also on the demand side
- 1. An agroecological Europe: a mean to reach the above mentioned targets
- 2. Consequences for the EU market
- 3. Consequences for the export market

# 1. The TYFA scenario

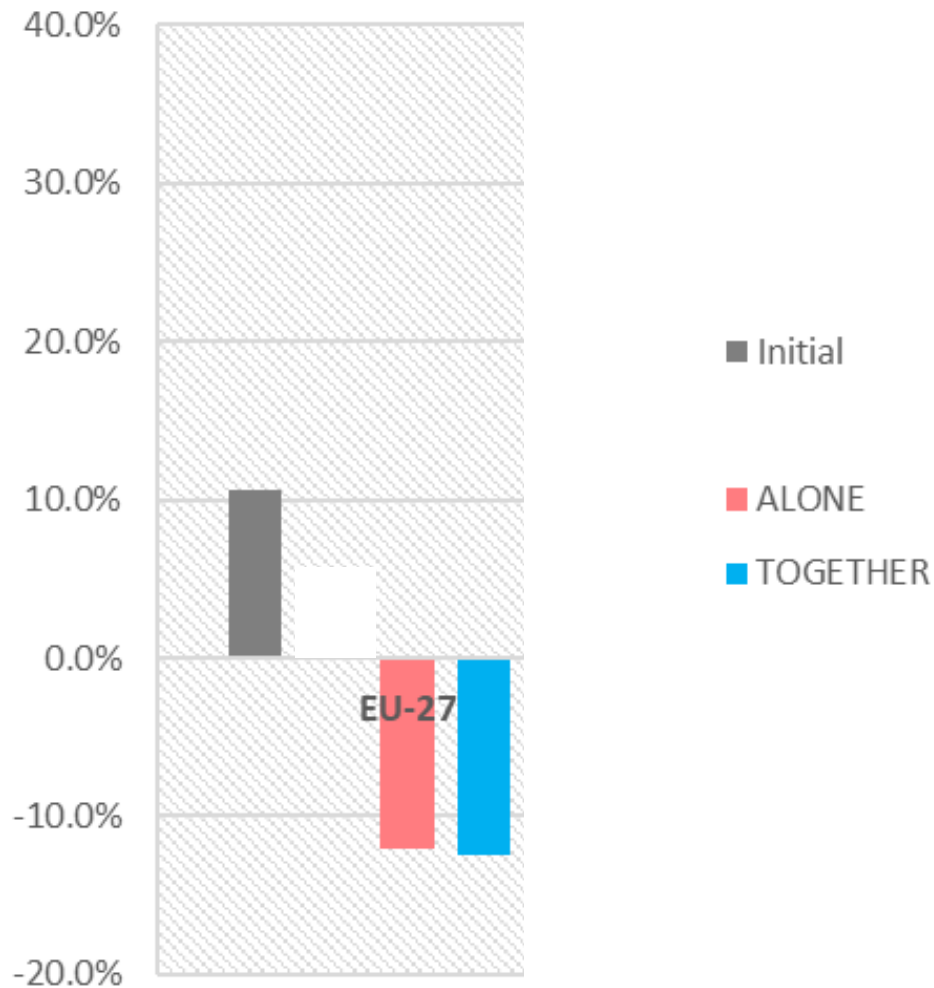
- *Ten Years For Agroecology* : A future study
- First step: a biotechnical modelling by 2050
- A set of assumptions aligned with the F2F targets
  - Fertility management and N cycle closing
  - Phase out of pesticide
  - 10% landscape features
  - Resilient livestock systems through extensification
  - Healthy and balanced diets
- Work in progress: regionalization, socio-economic and policy aspects

# 1. The TYFA scenario

3000 kcal/jour/pers.



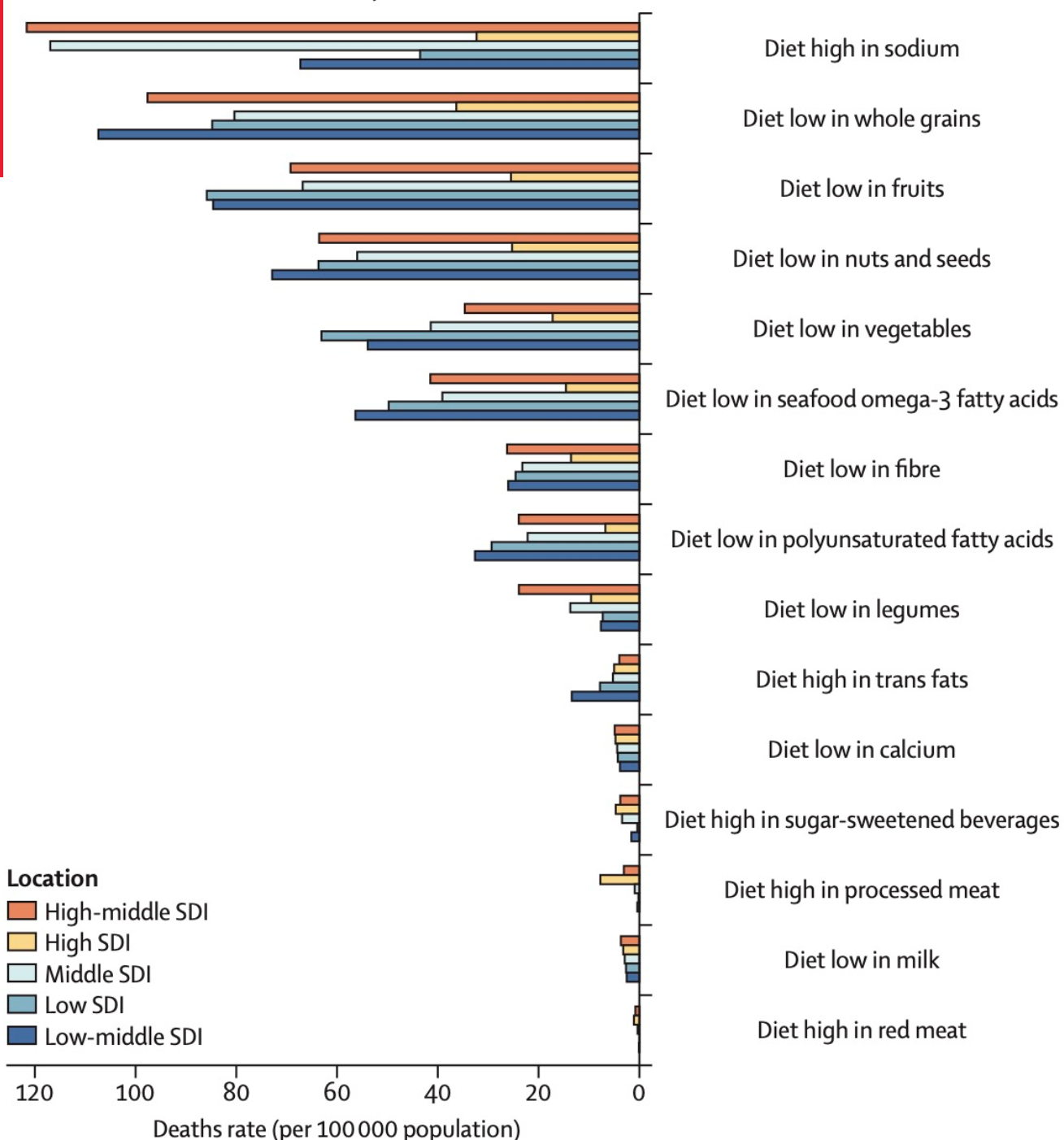
DÉPENDANCE CALORIQUE NETTE DE L'EUROPE (EN % DE SA CONSOMMATION)



## 2. Implications for the EU market

- Accompanying a real dietary change in the EU
  - Supporting the promotion of fruits / vegetables, whole pulses, much more than today
  - Limiting support to ultra processed foods high in fat, sugar and salt

# Mortality rate attributable to diet



**Location**  
 High-middle SDI  
 High SDI  
 Middle SDI  
 Low SDI  
 Low-middle SDI

## 2. Implications for the EU market

- Accompanying a real dietary change in the EU
  - Supporting the promotion of fruits / vegetables, whole pulses, much more than today
  - Limiting support to ultra processed foods high in fat, sugar and salt
- Fostering farming systems' transition by increasing the uptake of genuinely sustainable products
  - Beyond PO and GI: ensuring not only traceability / place based products but also sustainability
  - The need for a continuous improvement of quality schemes + articulation with Ecoschemes

# 3. Implications for the export market

- A key outlet for many economic actors, where most economic growth will occur in the next 10 years
- Ensuring the uptake of what the EU will still export: high quality dairy & beef products, cereals, wine
- ... by making sure key targeted trade partners recognize and value the increase in environmental and safety quality of EU products



# Conclusion

- A key issue to accompany dietary shift in the EU and the uptake of truly sustainable products abroad
- Three main challenges to reorient the policy:
  - Taking on board actors that are today mostly not involved: fruits and vegetables, pulses
  - Fostering a continuous improvement of quality schemes on the environmental side
  - For sectors that have long benefited from the promotion policy, the need to evolve towards greater environmental and health ambitions

# THANK YOU FOR YOUR ATTENTION!

## CONTACT

Sébastien Treyer (IDDRI) –

Pierre-Marie Aubert (IDDRI) – [pierremarie.aubert@iddri.org](mailto:pierremarie.aubert@iddri.org)

<https://www.iddri.org/en/project/ten-years-agroecology-europe>

IDDRI.ORG