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**NOTE**

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from: General Secretariat  
to: Council

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Subject: Visions for a new European Food Model

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Delegations will find attached a note from the Austrian delegation to be dealt with under "Any other business" at the Council (Agriculture and Fisheries) on 28 - 29 November 2012.

## **Visions for a new European Food Model**

More and more consumers in Europe attach great importance to their food. They expect a wide variety of safe, high-quality foodstuffs of which there is always an adequate supply.

In order to satisfy the high expectations of consumers in the best possible way, the European farming and food industry provides high-quality commodities and meets very demanding production requirements.

Future food industry challenges require also more cooperative, effective action by all stakeholders - also to serve the purposes of the EU 2020 Strategy for smart, sustainable and inclusive growth.

This should find its expression in a European food model which focuses on a holistic approach.

A workshop held in Austria centered around the vision of a new European food model.

Politics, the food industry, representations of interest, science and consumers tried to make an inventory of the achievements that have been made so far and to identify actions and measures that should be launched or conducted more intensively in a European food model.

The overarching principle of sustainability should serve as the basis for food security, food safety and quality, diversity and regionality as well as the value and appreciation of food.

FOOD SECURITY. In fulfilment of the objectives of the Treaties the Common Agricultural Policy faces up with the global responsibility of safeguarding food supply and, therefore, with the special challenges of a rising world population, the impacts of climate change and the problems of food price volatility. The social responsibility for food security and adequate prices requires that ethical aspects, for example the problem of food waste, are to a greater extent taken into account in discussions.

FOOD SAFETY. Its importance in European politics has continuously risen over the past decades. Communicating the benefits of these stringent European regulations clearly and taking even greater account of consumers' preferences will be vital for the future success of European products both on the Community and the global market.

FOOD QUALITY is the basis of the good reputation and the high competitive strength of products and is therefore a key factor in sale. Transparent differentiation of qualities is an important request on the part of consumers. Further development of Europe's quality policy also requires adequate sales promotion.

REGIONALITY has become an important purchasing criterion for many consumers which leads to high value added in rural areas and contributes to climate protection. Local agriculture and regional co-operations throughout the food chain as well as a European Innovation Partnership promote this in a European food model.

DIVERSITY. Bringing rare species and endangered animal breeds back on the table of consumers is not only the goal of the sustainable in-situ cultivation of genetic resources, but also a contribution to the conservation of Europe's cultural heritage. Promoting a well-functioning partnership between our farmers as the primary guardians of genetic resources, processors, traders, hotel and restaurant keepers is a strategic goal to be pursued in this context.

VALUE AND APPRECIATION OF FOOD as well as the avoidance of food waste are particularly important elements in a European food model. Awareness-raising at all stages of the food chain and information campaigns are key measures of the strategies to combat food waste.

What should VISIONS for a European Food Model look like?

- We want to comply with and do justice to the principle of sustainability while at the same time achieving more targeted social effects through a result-oriented control of resources/aids.

- Are safety, quality, diversity, regionality, value/appreciation as well as food security suitable strategic goals if the vision of a new European food model is to become a reality?
  
- Are the existing European rules and instruments on food and nutrition adequate tools to support a holistic approach in a new European food model?
  
- Which role can the Common Agricultural Policy and aids play as implementation tools in rural development? How can we achieve adequate awareness-raising concerning the value and appreciation of food?

European Food Model



- Food security, food safety, quality, diversity, regionality, value/appreciation as strategic goals
- Starting from strategic goals result-oriented control of resources/aids, more targeted social effects
- Common Agricultural Policy and aids as implementation tools in rural development
- Adequate awareness-raising concerning the value and appreciation of food