

With an ambitious Protein Strategy towards a European Protein Transition

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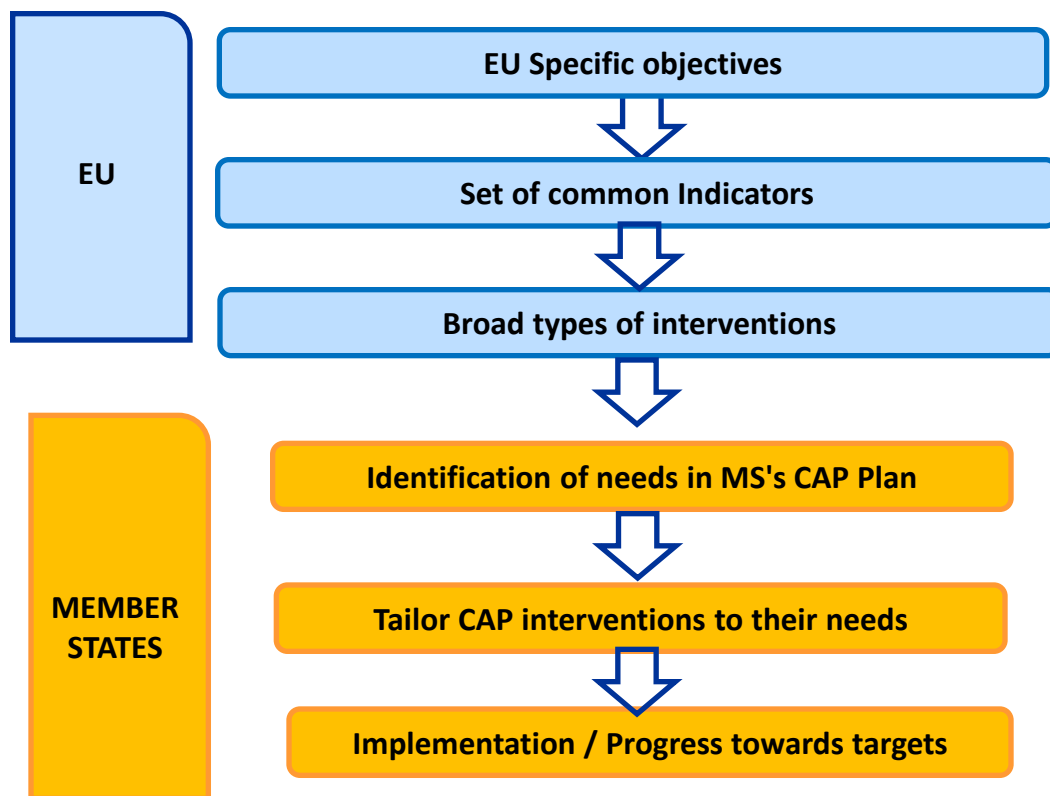
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The 5 Pillars of the Protein Strategy are still valid

- Sustainable and responsible imports
- Increased production of grain legumes in Europe
- Improved use of existing and new protein resources
- Increased efficiency of protein use
- Healthier and more sustainable diets

Delivering change by merging the Protein Strategy with the CAP- Reform

The new delivery model for the CAP at a glance



The EU-specific Objectives (1)

- Support viable farm income and resilience across the EU territory to enhance food security
- Enhance market orientation and increase competitiveness including greater focus on research, technology and digitalisation
- Improve farmers' position in the value chain
- Contribute to climate change mitigation and adaptation, as well as sustainable energy
- Foster sustainable development and efficient management of natural resources such as water, soil and air

The EU-specific Objectives (2)

- Contribute to the protection of biodiversity, enhance ecosystem services and preserve habitats and landscapes
- Attract young farmers and facilitate business development in rural areas
- Promote employment, growth, social inclusion and local development in rural areas, including bio-economy and sustainable forestry
- Improve the response of EU agriculture to societal demands on food and health, including safe, nutritious and sustainable food, as well as animal welfare.

... almost all specific objectives are relevant for a successful European Protein Transition

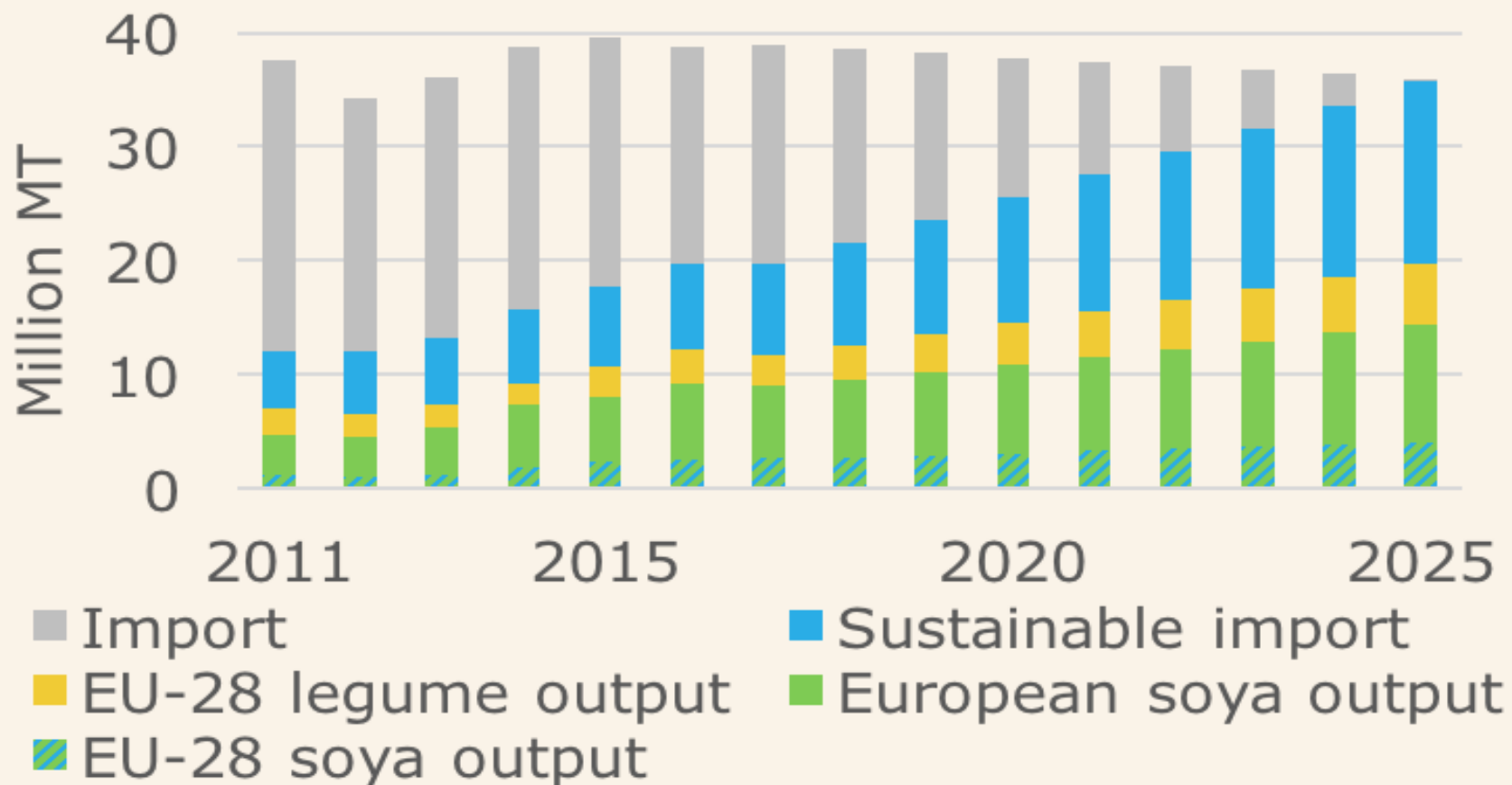
Important Goals for the

More specifically: Protein Production Sector

- Increase Food Security by making Europe more independent from imports
- Increase the competitiveness of the Protein Sector by investing in Research, Technology Development and Extension
- Foster sustainable development and efficient natural resource management by contributing to the closing of the Nitrogen loop and by soil improvement
- Improve the response of EU agriculture to societal demands by supplying high quality plant protein products and high quality feeding stuffs and by communicating the Protein Transition

Set of common indicators

Europe's Protein Transition



Fields of action

- Improve the use of existing protein resources
- Increase production of grain legumes in Europe
- Increase efficiency of protein use
- Make imports sustainable and responsible
- Introduce efficient support schemes
- Establish protein production chains
- Develop a european protein brand or label

At the level of the Member States:

- Identify the needs for the Protein Production in the CAP-Strategic Plan
- Tailor the national interventions in order to achieve the goals of the Strategic Plan (support, extension, R&D)
- Measure the performance over time (progress in production, reduction of imports, closing the Nitrogen Cycle, meeting the consumer interests)

Now is the time ...

- To include the protein transition into the CAP-Reform
- To penetrate National Governments that protein production becomes an explicit sort of the CAP-Strategic Plan
- To establish well organised producer organisations
- To communicate the European Protein Strategy to all stakeholders and the general public

Thank you!