



HOW TO DESIGN SMART AND GREEN LOCAL AGRI-FOOD VALUE CHAINS

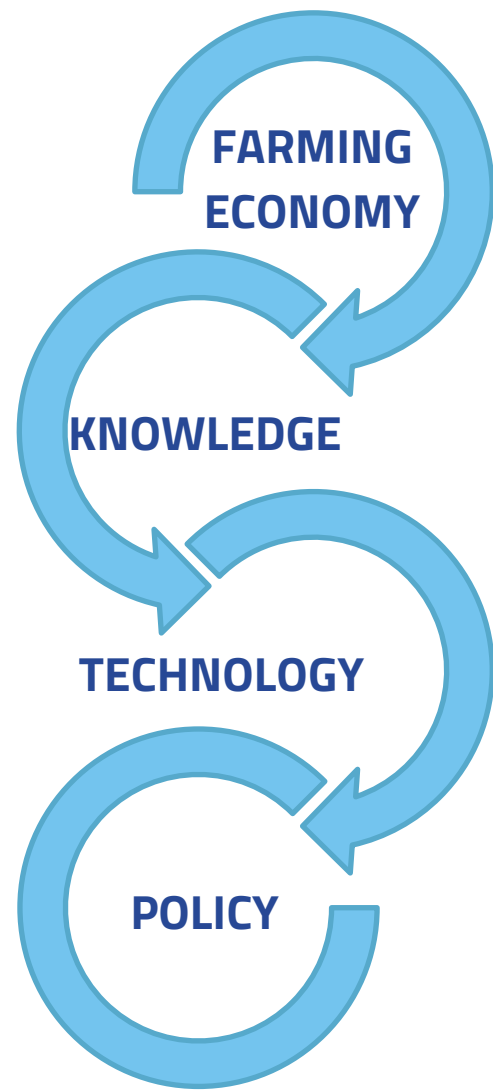
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RIS programme Manager



Co-funded by the
European Union

The average annual family farm income in the EU
is nearly **60%** lower than that of non-farming families

THE CHALLENGES



- **Thin profit margins** for farmers limits farmers' ability to invest in and adopt climate-smart practices and new generations engagement.
- Climate change and **extreme weather conditions** are making farming a very risky business.
- **Loss of soil fertility** which has caused soil erosion, lower yields and less nutritious produce
- **Lack of knowledge** and valuable on the ground information, less than 20% has a good understanding for smart and sustainable agrifood practices
- **Traditional sector:** less than 30% of farmers is currently using new technologies
- The **EU landscape is regionally diverse**, in cropping size, income, infrastructures and agriculture type as well as in knowledge, awareness, and digital savviness.
- Agriculture has become hugely dependent on CAP subsidies for survival
- **Highly fragmented ecosystem** that reduces the impact

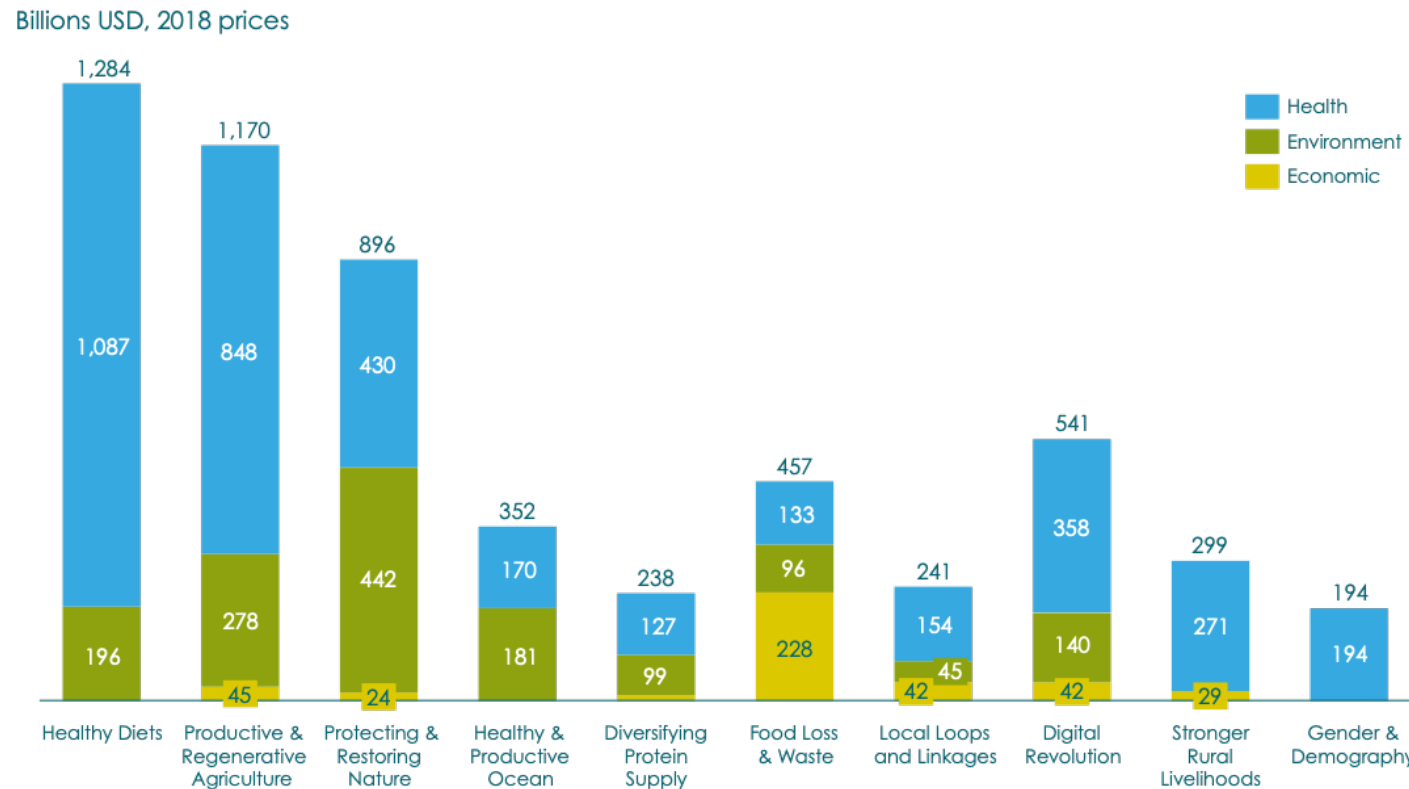


Unlocking OPPORTUNITIES

Transforming challenges in OPPORTUNITIES

Transforming the world's food and land use systems is necessary to achieve SDGs.

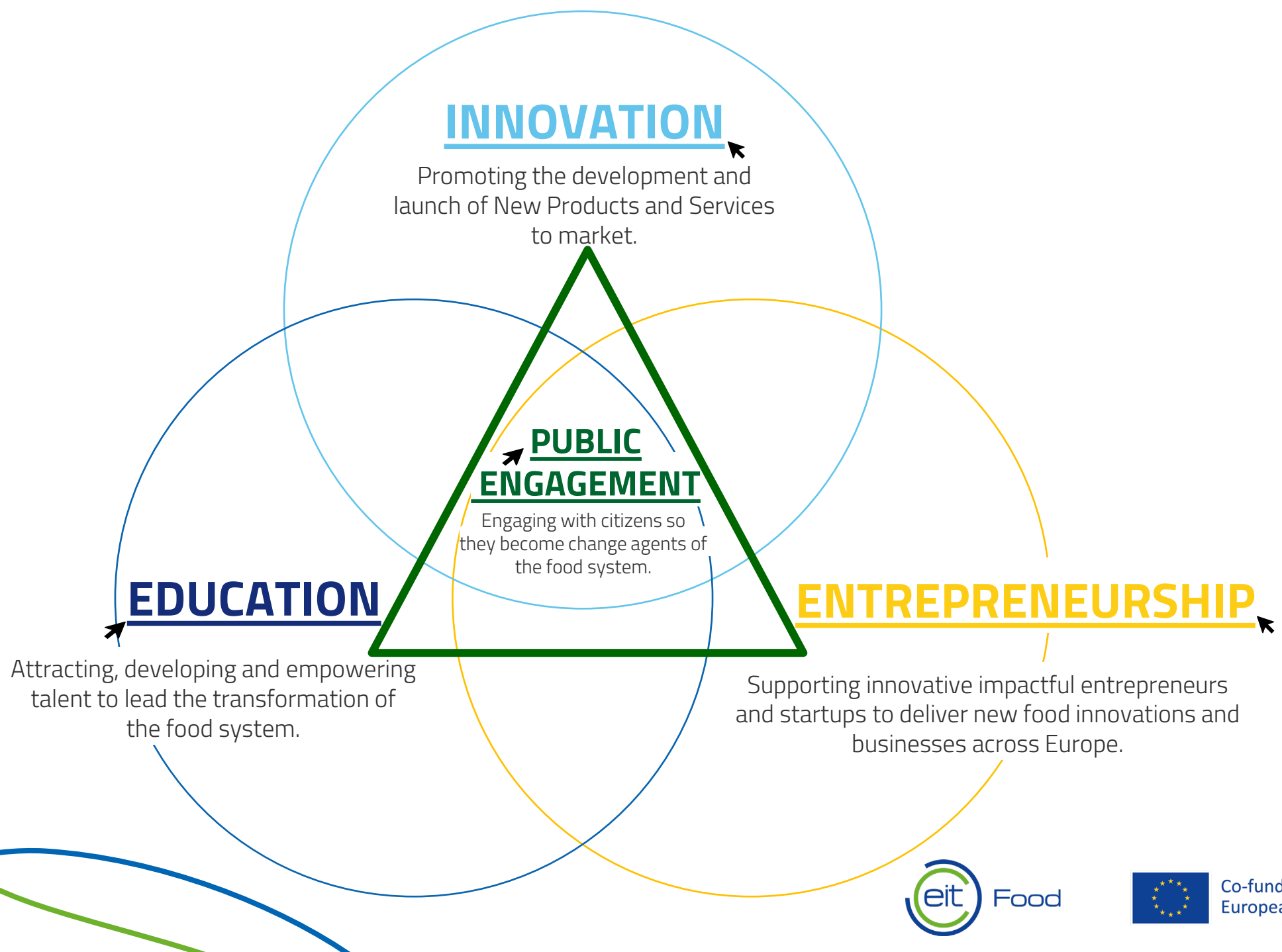
This transformation can be made with a societal return that is more than 15 times the related investment cost and creating new business opportunities worth up to \$4.5 trillion a year by 2030



Source: SYSTEMIQ, Food and Land Use Coalition, 2019 (see online technical annex for methodology).

THE ROLE OF *EIT FOOD*





A unique community that brings together key players from across the food value chain including industry partners, startups, research centres and universities



Missions



Fully transparent,
fair and resilient
Food Supply

Healthier Lives
from Food

Net Zero Food
system

Six Focus Areas



PROTEIN
DIVERSIFICATION



SUSTAINABLE
AGRICULTURE



TARGETED
NUTRITION



SUSTAINABLE
AQUACULTURE



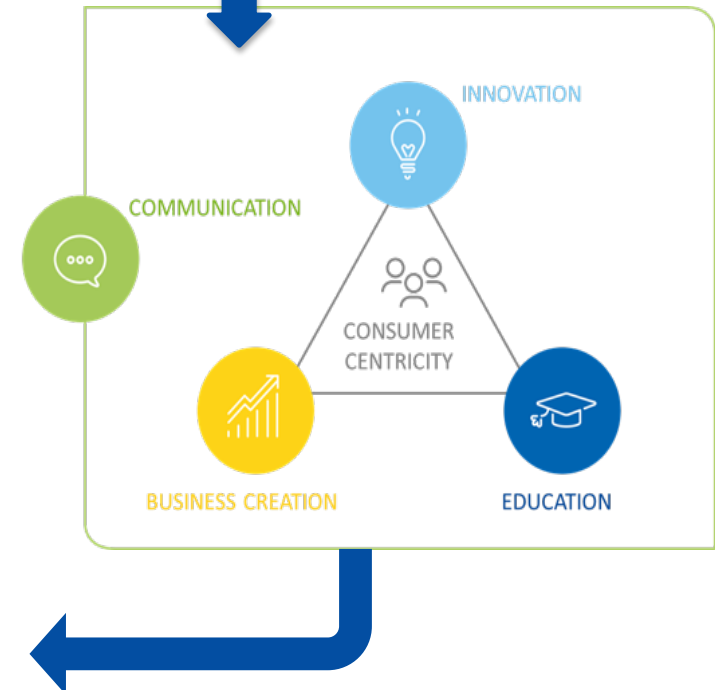
DIGITAL
TRACEABILITY



CIRCULAR
FOOD SYSTEMS

CONSUMER CENTRICITY

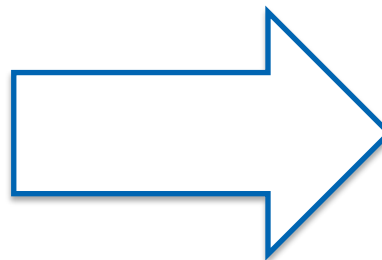
DIGITAL TRANSFORMATION OF THE FOOD SYSTEM





EIT FOOD ***IN ACTION***

- Network
- Innovation ecosystems
- Risk management
- Financing
- Education
- Awareness
- Policy



- Regenerative Agriculture
- Test Farms

TEST FARMS

Supporting technological transformation in agriculture

- Enables startups to test and validate their products and services and showcases them to potential clients and investors.
- Gives farmers access to innovation and validated technology

FOR WHOM?

- **Startups** with **innovative agritech** solutions that can be tested in the field on plants or animals.
- The innovation should resolve an agriculture challenge related to sustainability, digital traceability, circular food systems or targeted nutrition.



TEST FARMS

Supporting technological transformation in agriculture



REGENERATIVE AGRICULTURE

Regenerative practices > soil health > plant and animal health > human health.

Help farmers in the transition to regenerative farming practices.

Raise public awareness about the important health, environmental and economic benefits of eating regeneratively produced food.

For whom?



Commit to transition at least 30% of their farm to regenerative methods



For farmers currently own or manage a farm

Why joining?

Mentoring by expert in regenerative agriculture

3 years of independent advice

Join a Community of practice

Access to a Regenerative Agriculture Manual

Programme

Farmer training



Technical advice



Ecosystem measurement



Customer engagement



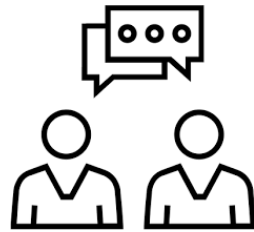
REGENERATIVE AGRICULTURE

TRAINING



- ✓ **Farmer 2 Farmer training**
- ✓ 2-3 day Bootcamp (Over 280 farmers trained)
- ✓ Regenerative Agriculture Manual
- ✓ Visual soil assessment and video series

TECHNICAL ADVICE



- ✓ 3-year one-on-one **agronomist support**
- ✓ Regenerative transition plan
- ✓ Grant to kickstart transition
- ✓ 75 farms in 4 countries under advisory

MEASUREMENT



- ✓ Measurement/ monitoring:
 - Physical-chemical
 - Visual soil assessment
 - Economic indicators
- ✓ **Soilmentor app**
- ✓ Biodiversity and carbon
- ✓ Benchmarking

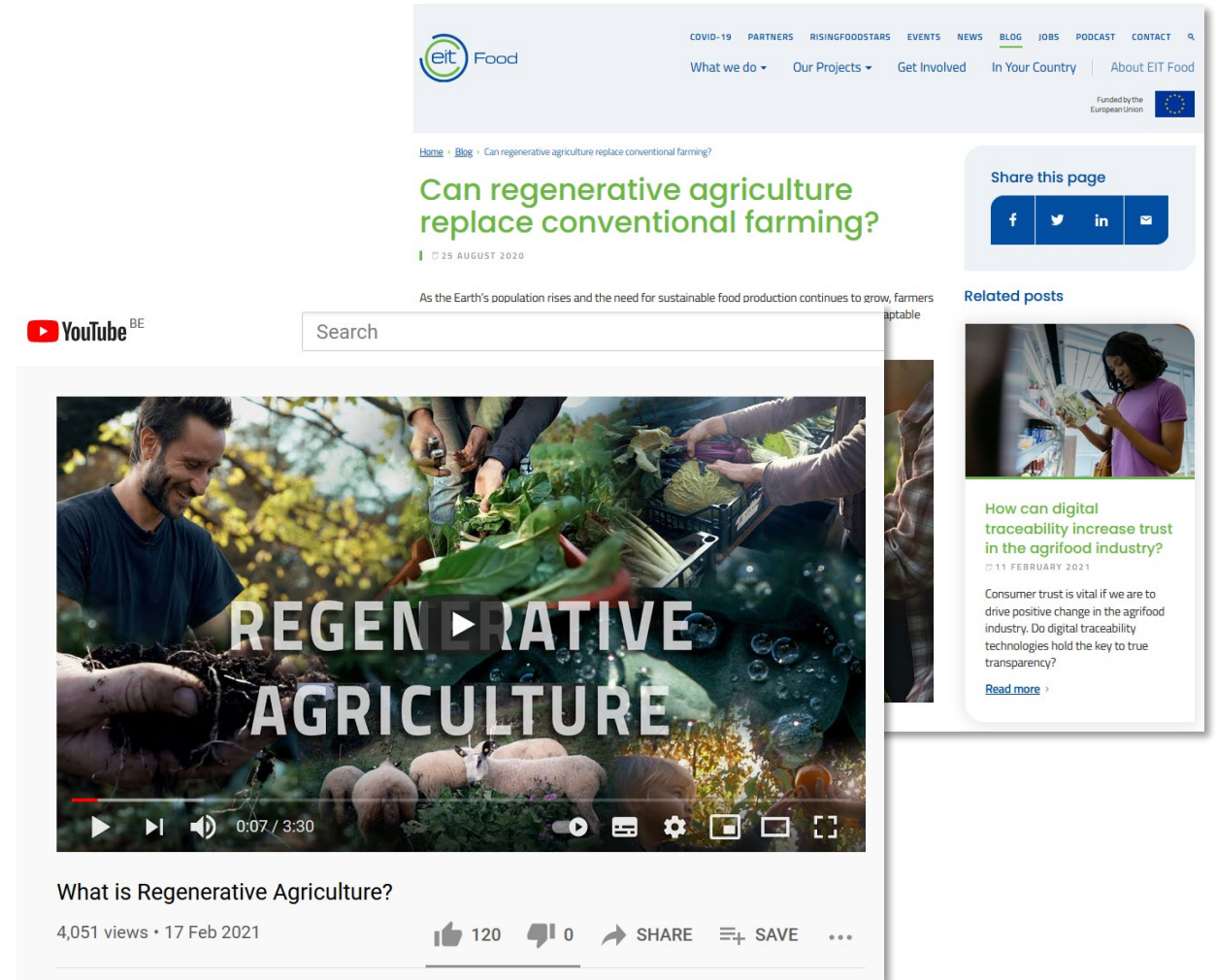
CUSTOMER ENGAGEMENT



- ✓ Dedicated website
- ✓ Regenerative agriculture success stories
- ✓ **Video series**
- ✓ Blog
- ✓ Farm up event

REGENERATIVE AGRICULTURE

- We are weaving our actions into the broader story of regen ag in Europe through:
- Series of videos to tell the story of regenerative agriculture and the farmers who bring it to life:
 - [What is regenerative agriculture?](#)
 - [Farming for the future](#)
 - [Becoming a farmer again](#)
- Regenerative farmer success stories
 - [The Rebel with a regenerative vineyard](#)
- Social media campaigns, including the most viewed blog of EIT Food in 2021: [Regenerative / conventional farming?](#)



STAY TUNNED

FARMUP 3RD EDITION
15th November
2022





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