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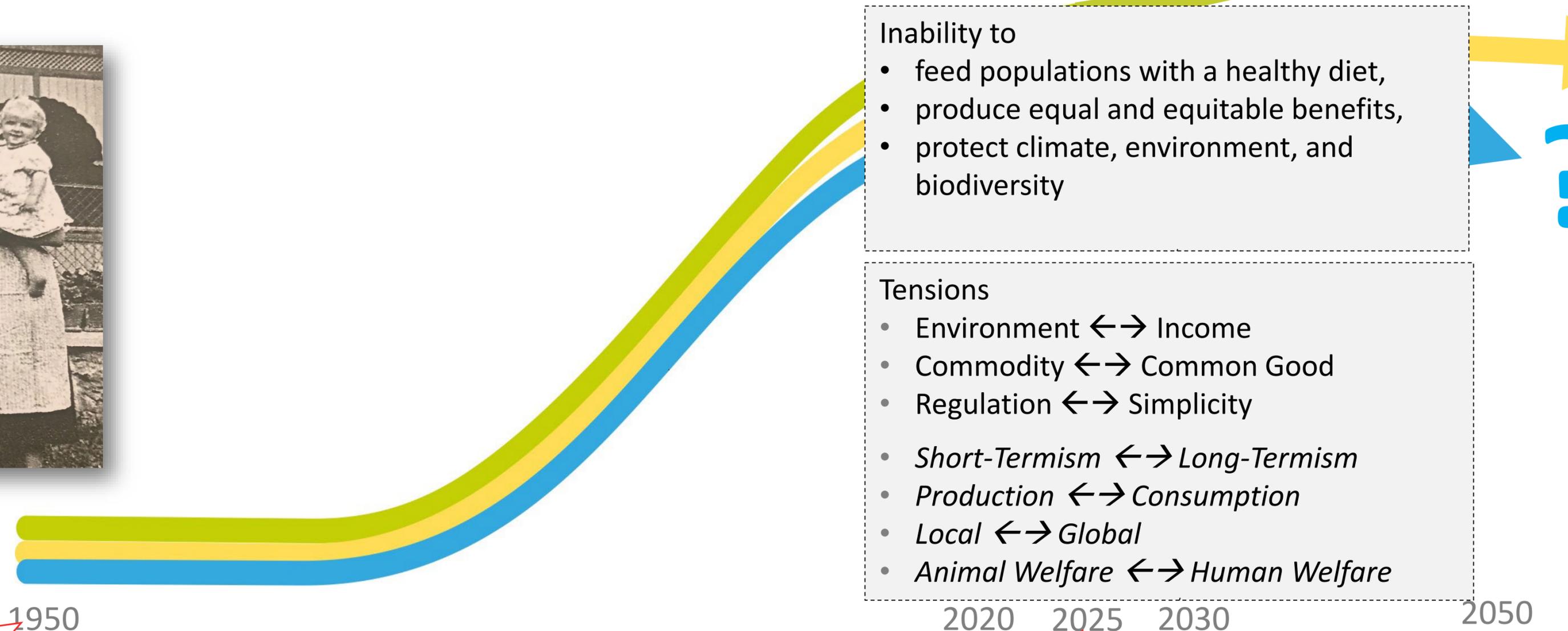
# A Researcher Perspective on Achieving the Vision

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# EU Agro-food system transformations



Inability to

- feed populations with a healthy diet,
- produce equal and equitable benefits,
- protect climate, environment, and biodiversity

Tensions

- Environment  $\leftrightarrow$  Income
- Commodity  $\leftrightarrow$  Common Good
- Regulation  $\leftrightarrow$  Simplicity
- *Short-Termism*  $\leftrightarrow$  *Long-Termism*
- *Production*  $\leftrightarrow$  *Consumption*
- *Local*  $\leftrightarrow$  *Global*
- *Animal Welfare*  $\leftrightarrow$  *Human Welfare*

WW II

Devastated agriculture  $\leftrightarrow$  affordable food for all

Russia-Ukraine

**F2F:** fair, healthy & environmentally friendly food system by 2030

**Vision 2040:** attractive, competitive, future-proof, and connected sector

**Strategic Dialogue:** reconcile agriculture, nature, society (2035/40)

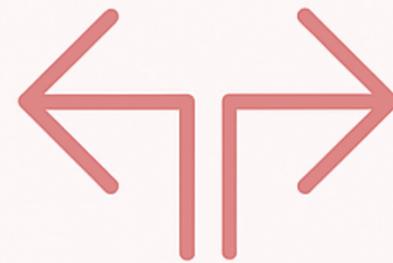
**EU Green Deal:** Climate Neutrality

# Strategies for managing paradoxical tensions



## ACCEPTANCE

Acknowledging paradoxes and learning to live with them.



## SEPARATION

Keeping opposing poles apart in different contexts



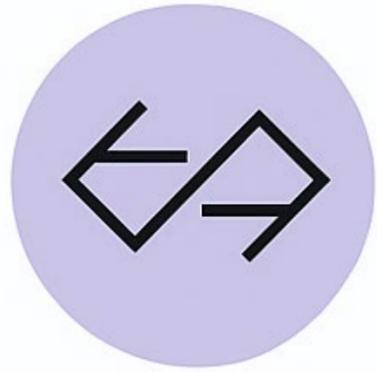
## SYNTHESIS

Finding elements that link or accommodate opposites

# Tension 1: Environment $\leftrightarrow$ Income

Poles	Contribution	Boundaries
 Environment	Clean water and air; climate, biodiversity and fertile soils for food production	Planetary boundaries
 Income	Livelihoods of farmers who contribute their land and expertise to produce food; affordable food	Socio-economic boundaries

# Managing the Tension: Environment $\leftrightarrow$ Income



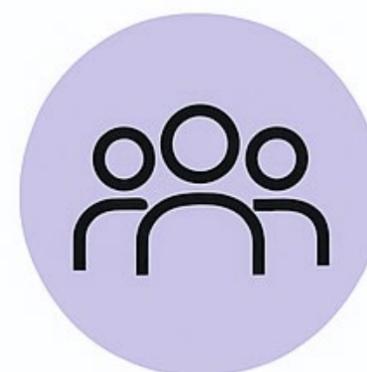
**Embrace both ends:  
income and  
environmental services**

***→ Strategic goal: profit  
via pro-environmental  
practices***



**Flexibility and experimentation  
enabling win-win innovations**

***→ Win-win innovation tailored to  
specific regions, farm sizes/types***



**Inclusive dialogue supporting  
dynamic equilibrium**

***→ Adaptive governance for  
navigating shifting tensions  
and perspectives over time***



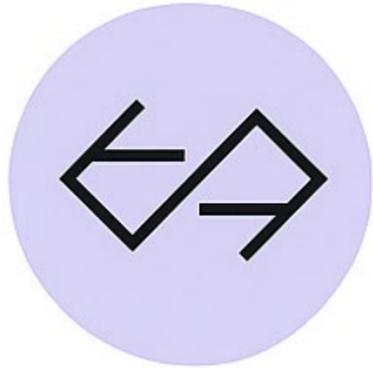
**Transparency & rebalancing  
fairness**

***→ Fairness via shared  
standards, databases, effective  
litigation and arbitration***

# Tension 2: Food as: Commodity $\leftrightarrow$ Common good

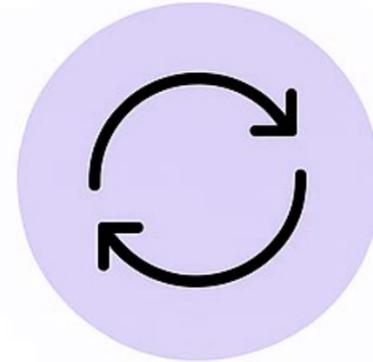
Poles	Contribution	Boundaries
 <p>Commodity</p>	Market logic: efficiency, innovation, product diversity	Redistribution, market concentration, health and sustainability
 <p>Common Good</p>	Commons logic: participation, regional food sovereignty, cultural and culinary identity	Innovation, investments, limited by group size and heterogeneity, transaction costs

# Managing the Tension: Food as Commodity $\leftrightarrow$ Common Good



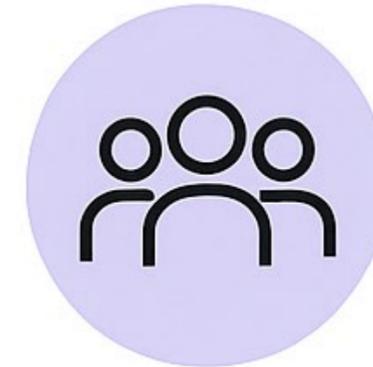
**Accept tension: market & civil society**

***→ Strategic goal: aligning sectoral and societal goals***



**Polar Differentiation**

***→ attributing market and commons logic to different levels***



**Inclusive dialogue and governance innovation**

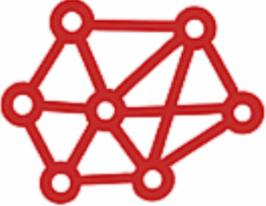
***→ increasing legitimacy, resilience and adaptability; avoiding cognitive lock-ins and burden-shifting to 'others'***



**Temporal and Spatial separation**

***→ Context-sensitive prioritisation***

# Tension 3: Regulation $\leftrightarrow$ Simplicity

Poles	Contribution	Boundaries
 <b>Regulation</b>	Accountability, legitimacy, fairness, environmental targeting, measurable outcomes	Complex bureaucracy, transaction costs (small firms), international competitiveness, farm succession and new entrants
 <b>Simplicity</b>	Time efficiency and cost reduction, enabling innovation and international competitiveness, usability encouraging new entrants	Taxpayers' trust and accountability, impeding environmental targeting

# Managing the Tension: Regulation $\leftrightarrow$ Simplicity



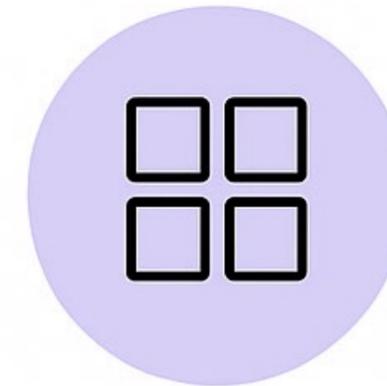
**Iterative and bottom-up learning:  
CAP labs and local living labs**

***→ Strategic goal: communicating tension as part of CAP's adaptive nature.***



**Layered Governance**

***→ Subsidiarity principle, allowing simplification where conditions allow it without undermining EU-wide objectives.***



**Modular Regulation**

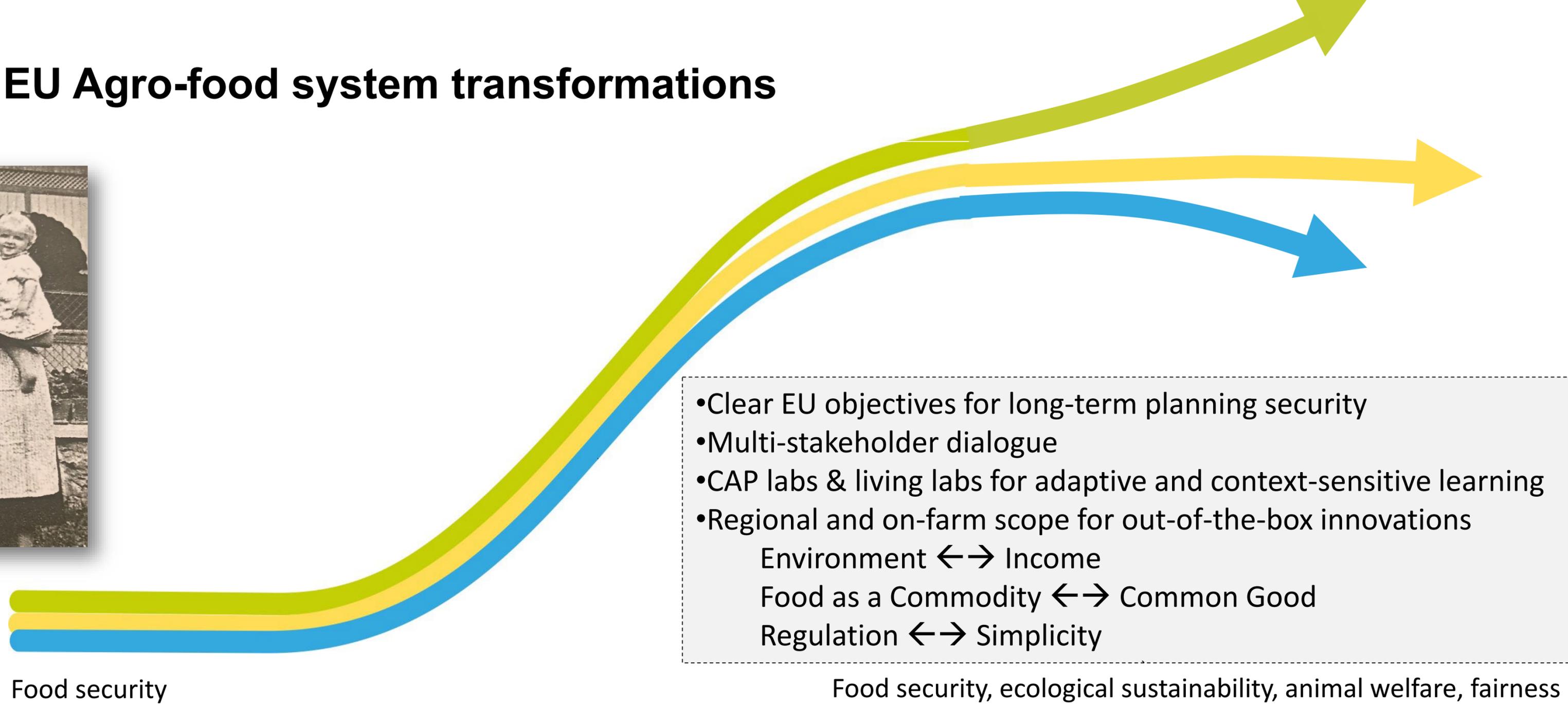
***→ Maintain core complexity at the system level, while reducing it at the user level.***



**User-centred digital tools**

***→ Reduce perceived complexity through better design and communication.***

# EU Agro-food system transformations



1950

2025

2050

F2F Strategy

Vision for Agriculture and Food 2040

Strategic Dialogue

EU Green Deal:  
Climate Neutrality

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**Thank you!**

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