



**REPORT BACK
FROM THE DISCUSSIONS
ON
SUSTAINABLE FOOD SUPPLY**

KEY POINTS

- The Framework
 - Participatory approach: the importance of including all key actors
 - Managing complexity rather than reducing it
 - Visualizing impacts of innovation versus inaction, including trade-offs
 - Translating system level metrics into a practical guiding tool for industry or farmer level, etc.
- Shifts happening
 - Move market-oriented production to health-oriented
 - Moving towards digital and simplified support for farmers towards change
- Levers for change
 - Volatility of estimated mark ups is highest at farm level, decreasing for processors, retailers
 - Regulations of 'unfair trading practices'
 - Internalising full costs into the price of food and whether CAP reform can support positive change
 - Pathways for change: scenarios of focus on EU supplying quality food vs safe food for the world
 - Viewing animal and plant as circular interlocking systems