



4th Brussels Communication briefing
 1 hour to understand COPA-COGECA's
 advocacy strategy around Farm to Fork

Jean-Baptiste Boucher, Bruno Menne
 COPA-COGECA
 Brussels Communication Briefing 27/09/2021

copa*cogeca
 european farmers european agri-cooperatives

General objectives of the Brussels Com. Briefing

- * It is the 4th Brussels Comm. Briefing.
- * We introduced this new format in November 2020, following the media battle over the CAP.
- * Our aim and target is to inform communications managers that are not following EU policy developments on a daily basis.
- * **Short meeting** in English only, to get a better understanding of a hot policy topic being debated in the "European Bubble".
- * With some policy background BUT with a communication focus.
- * The Brussels Com. briefing is a complement to the Copa-Cogeca communications seminar (that will resume after COVID).
- * In one hour, we won't go into the details, and we won't have time for (many) questions. Send us an email to prolong the conversation !



Structure of the Briefing – 27.09.21

I. A Policy Perspective on F2F – What is Copa-Cogeca's strategy around F2F ?

15 minutes to follow up and understand the upcoming debates
(by Bruno Menne, Copa-Cogeca Policy Advisor)

II. A Communication Perspective on F2F – How to communicate on F2F after the release of first studies on its impact?

25 minutes to understand the shift in com sequence and the com strategy proposed by Copa-Cogeca. (by Jean-Baptiste Boucher, Copa-Cogeca Communications Director)

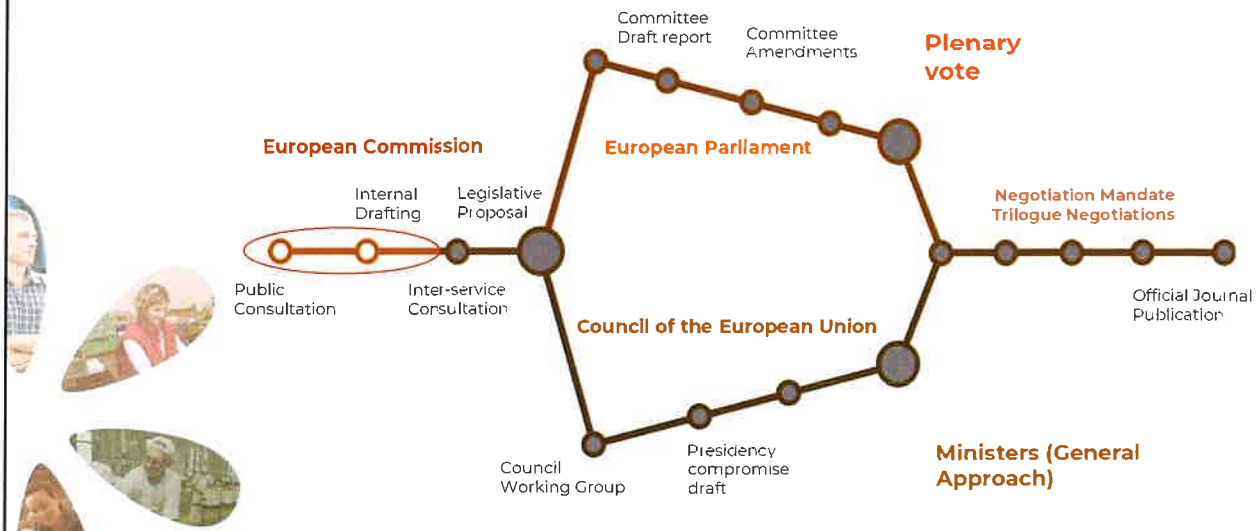
III. Time for comments/questions

20 minutes to discuss the approach/make comments

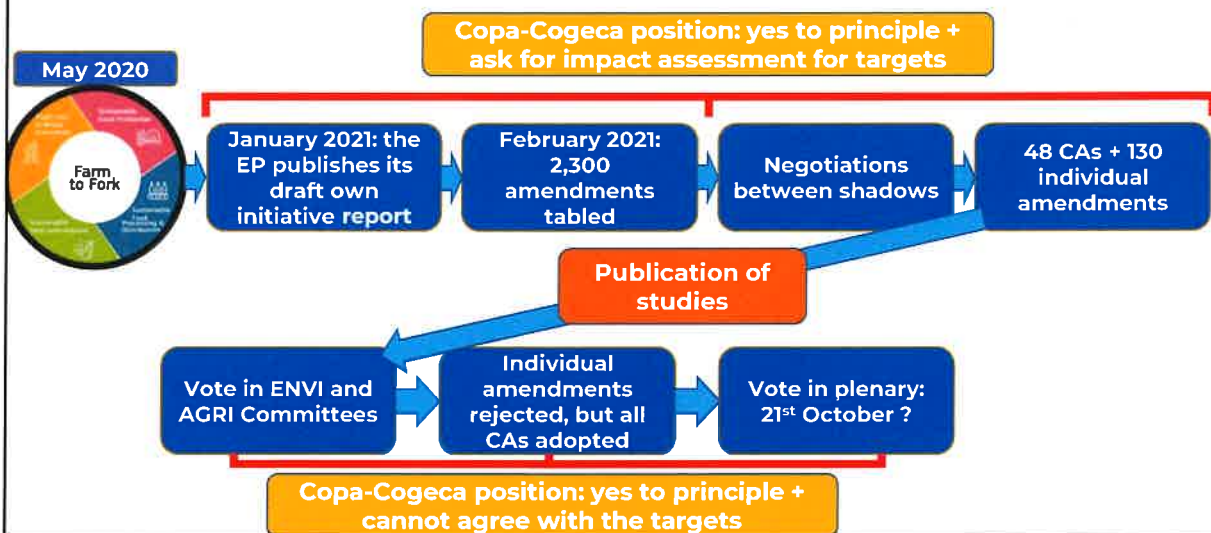
I. A Policy Perspective on F2F – What is Copa-Cogeca's strategy around F2F ?



F2F timeline - we are still at the early stage of the legislative process



EP report on the Farm to Fork Strategy: advocacy plan for the vote in Plenary



EP report on the Farm to Fork Strategy: advocacy plan for the vote in Plenary

Copa-Cogeca position on the EP report on F2F

We understand that it's a compromise, but some compromise amendments are crossing our red lines:

- CA 4 on targets => the most important one, basis for future F2F legislative initiatives
- CA 18 on zoonotic diseases
- CA 25 on FOPNL and food information
- CA 27 on food prices:
- CA 28 on origin labelling
- CA 33 on food waste

Results from ENVI and AGRI vote on 10th September:
Individual amendments rejected, but all Cas approved

Need to lobby to modify the CAs for the Plenary

EP report on the Farm to Fork Strategy: advocacy plan for the vote in Plenary

STRATEGY TO MODIFY THE CAs

Policy

Need to make all MEPs and the public aware of the studies and what they mean for the F2F targets

Communication

1. Need to postpone vote + modify CAs

- Need to contact as many MEPs as possible
- Need push at national level
- Need to coordinate with members
- Need to coordinate with other EU lobbies

2. Need for a public debate

- Need to relay the studies at national level
- Need to be active on social media
- Organisation of conferences on the studies

Advocacy

EP report on the Farm to Fork Strategy: advocacy plan for the vote in Plenary

STRATEGY TO MODIFY THE CAs: Policy

1. Need to postpone vote + modify CAs

Tasks for the members

- A. Need to contact as many MEPs as possible
- B. Need push at national level
- C. Need to coordinate with members
- D. Need to coordinate with other EU organisations

- **Contact your national MEPs**
- Present them with the situation (focus on Renew and S&D)
- Ask for **postponement (propose November, vote currently foreseen for October 21)**
- Propose them the new CAs
- **Contact ministries**

Tools to accomplish that task?

EP report on the Farm to Fork Strategy: advocacy plan for the vote in Plenary

STRATEGY TO MODIFY THE CAs: Policy

Tools to accomplish those tasks

- List of CAs to modify and why: Agri-Info F2F(21)5892; F2F(21)5832
- Copa-Cogeca proposal for modification of CAs
- PowerPoint summarising the main findings of the studies
- Argumentation to use: document soon available on Agri-Info

We will send you all those documents by emails

II. A Communication Perspective on F2F – How to communicate on F2F after the release of first studies on its impact?



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EU Agri Commissioner dangles promise of 'comprehensive' Farm to Fork impact assessment

By Gerardo Fortuna and Njasha Foote | EURACTIV.com | 5 Sep 23, 2021

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ESA - European Snacks Association
EU Specialty Food Ingredients

"A comprehensive impact assessment will follow before legislation process starts and when we know all National Strategic Plans for the future CAP (Common Agricultural Policy)," the EU Agriculture Commissioner tweeted. [European Union, 2021]

Background – key dates for CC communication

1st com. sequence

11.12.19 – First presentation of the European Green Deal (incl. Farm to Fork and Biodiversity strategy)

20.05.20 – Release of the [EC Communications](#) on Farm to Fork & Biodiversity Strategies 2030

19.10.20 – European Council [sets its priorities](#) on Farm to Fork. EU Council endorse the goal of developing a European sustainable food system. EU Council calls for "scientifically-sound ex-ante impact assessments".

10.09.21 – The European Parliament's AGRI and ENVI committees adopt a report adding 48 compromise amendments to the Commission's proposal.

CC comm. Approach before the release of the first F2F studies (1/3)

In this 1st sequence Copa-Cogeca's Com. line revolved around 3 key messages:

- 1) We accept the general principles of a more sustainable agriculture as farmers/agri-cooperatives are the first being impacted by climate change/biodiversity losses.
- 2) However before discussing targets, we need 1) a comprehensive impact assessment of the strategy 2) we need to know the concrete tools and political options to reach those targets.
- 3) Beware of the potential paradoxes of the strategy. Rather than having a favorable or unfavorable stance, we asked a series of questions requiring specific answers from EC/EP.



CC comm. Approach before the release of the first F2F studies (2/3)

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20/05/2020

Press Release

European farmers and agri-cooperatives warn against endangering strategic EU interests in food security, agricultural competitiveness and farming income

Today, the European Commission presented two highly ambitious strategies. Their success will depend on the actors on the ground: farmers, forest owners, their cooperatives and other land users. A comprehensive independent Inception Impact assessment must be conducted before any legislative action is taken. European farmers, forest owners and their cooperatives need alternatives to enable them to reach the ambitious targets without destroying their livelihoods and the European rural economy. A bifurcated approach will jeopardise food security, European agricultural competitiveness and farming income, which have already been heavily impacted by the COVID-19 crisis.

20/05/21



JOINT DECLARATION

Without a comprehensive impact assessment, we will not be celebrating the one-year anniversary of the Farm to Fork strategy.

CC comm. Approach before the release of the first F2F studies (3/3)



The 9 Paradoxes of the EU Farm to Fork Strategy

9:00 video • 20 March 2021

147 11 PARTAGER C+ ENREGISTRER



07/09/21

Joint Declaration

The European Parliament must not make the Farm to Fork strategy untenable for the agri-food sector

On Thursday, the ENVI and AGRI Committees of the European Parliament will vote on their draft report presenting their official reaction to the Farm to Fork strategy. While the first studies on the impact of the strategy launched by the Commission in 2020 show extremely worrisome trends, MEPs are planning to call for several additional objectives and targets for the Commission Strategy that would be simply untenable for the EU farming community.

The game changer – The release of the JRC study (1/4)

- 02.11.20 – FIRST ASSESSMENT - THE USDA REPORT
- 12.05.21 – THE HFFA STUDY
- 23.06.21 – THE COCERAL STUDY
- 29.07.21 – THE JRC TECHNICAL REPORT
- 09.09.21 – THE GRAIN CLUB STUDY



The game changer – The release of the JRC study (2/4)



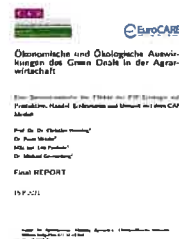
Farm to fork strategy
What are the first studies saying on its potential impact ?

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The game changer – The release of the JRC study (3/4)



* The most interesting point not yet studied before this report is the question of the GHG emissions reduction in the EU. The report is the first to point the fact that the reduction in agricultural CH₄ and N₂O emissions in the EU is estimated at -15%, two thirds of which would be offset by the increase in emissions in the rest of the world due to increased imports /decreased exports from Europe.



* The most interesting learning of this study is related to the expected GHG reduction. Like the JRC study, this new report forecasts a GHG-emissions reduction in the range of -109 million t CO₂ eq (-29%). However, when it comes to the potential carbon leakage of the F2F strategy (54 million t CO₂ eq.) and its LULUCF effect in Europe (50 million t CO₂ eq.), the overall effect on the GHG-balance of (109 - 50 - 54 = +5 million t CO₂eq) would be negligible.

The F2F Strategy itself does not yet correspond to a consistent agricultural policy strategy. Individual F2F measures do rather correspond to specific production restrictions which are not yet providing a consistent agricultural policy framework designed to achieve an effective and efficient implementation of the Green Deal's goals in agriculture.

The game changer – The release of the JRC study (4/4)

09/08/2021

Press Release

The Commission's inconvenient truth - The Joint Research Center releases a report on the impact of the Biodiversity and Farm to Fork strategies on agriculture

09/09/2021

Press Release

How many more studies on the impact of the Farm to Fork Strategy are needed before a real debate starts in Brussels?

A comprehensive impact assessment will follow before legislation process starts and when we know all National Strategic Plans for the future CAP. Hence, analysis will continue, including changing food consumption patterns and taking the Plans into account.

Janusz Wojciechowski @jwojc 23 sept. Let me underline again that this study is not an Impact assessment (IA) of the two strategies. Specific impact assessments are foreseen for all Farm to Fork and Biodiversity Strategies legislative initiatives with significant impacts.

EU Agri Commissioner dangles promise of 'comprehensive' Farm to Fork impact assessment

A new com. sequence is starting – we need to pay attention to this change

In this 2nd sequence Copa-Cogeca's Com. line revolved around 2 questions as far as the conclusions of the studies are accepted:

- 1) How do we translate the outcome of the JRC/GRAIN CLUB study in a political stance ?
 - The "target based approach" of Farm to Fork is not sufficient/acceptable. We need to focus on the loopholes of the strategy (e.g. carbon leakages, the social injustices of a two-speed food system, the lack of response on tools)
 - All studies that will be published will be limited or partial, we call on the EC to propose a single "comprehensive impact assessment" considering also all proposals made by EP.
- 2) Is a drop in production really such an issue ?
 - Key work of explanations of the impact: how does it translate for end consumers ? Work is beginning on this subject in Brussels.



A new com. sequence is starting – 3 key dates

2nd com. sequence

15.09.21 – First mention of the impact of F2F by MEP Bellamy (EPP/FR) during VDL speech.

20.09.21 – US ag. State secretary declaration on the building of an anti F2F group ahead of UNFSS

23.09.21 – Declaration of Com. Wojciechowski on the need of Impact assessment(s)

23.09.21 – UNFSS summit

14/15.10.21 – EC Farm to Fork event

21.10.21 – Plenary vote in EP on the proposal set by com. AGRI/ENVI



Copa-Cogeca future Com. actions together with AFCC/ELV members

24.09.21 – Press conference of the presidents (COPA-COGECA) pushed the key messages

Last week 09.21 – CC answer on the critics made by NGOs the impact assessments already released + PPT analysing the different impact assessments

01.10.21 – 1st Coordination committee AFCC/ELV

12/13.10.21 – Release of the Wageningen studies (Crops impact assessment and Livestock policy paper) in a Euractiv event/European livestock voice webinar

14/15.10.21 – Participation of CC to the Farm to Fork event

Week of the 18.10 – Euractiv package of articles to explain the common elements between the different impact assessments (crops)

Week of the 18.10 – Release of a video explaining the common elements between the different impact studies (livestock)

Week of the 18.10 – 2nd Coordination committee AFCC/ELV (answering the critics/feedback)

21.10.21 – Traditional Communication : press statement (CC alone or with AFCC/ELV members)

11.21 – Livestock event with the participation of F. Timmermans

23.09.21 – UNFSS summit

14/15.10.21 – EC Farm to Fork event

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A zoom of the release of the WUR impact assessments

Pre-Launch Late June / Early July

1. Hold an update meeting with the Livestock Coalition to align on their study and timings (DONE)
2. Pre-launch discussions with WUR representatives: Commissioner Janusz Wojciechowski and/or Tassos Haniotis Cabinet of Timmermans: Lukas Vizek DG SANTE: Andrew Owen-Griffiths & Clare Bury (DONE)

Launch September (second week)

1. Publish seeding videos and infographics as teasers (2 weeks in run up to launch)
2. WUR Press release
3. WUR Release study on WUR website (then taken to CLE/CC website)
4. Public online Stakeholder event (WUR to present – to be run and promoted by lead organisations)
5. Social media campaign and amplification activities (Twitter & YouTube advertising)

Post-Launch September onwards

1. Coordinated social media with AFCC
2. Consideration of official Ombudsman complaint with WUR IA – to gain visibility
3. Consider a summary of all available Studies in the autumn – perhaps Workshop / panel / event



A zoom of the release of the WUR impact assessments

Summary of intermediate results Scenario 4: red. pesticide and nutrient use, 10% set aside

	Finland	Poland	Germany	France	Spain	Italy	Romania
Wheat	-8		-15	-7			-29
Rapeseed	-13	-20	-15				
Sugar beet		-27	-15	-17			
Maize				-7			-24
Apples		-50				-20	
Tomatoes					-29	-20	
Wine				-28	-6.5	-24	
Olives					-20	-40	
Citrus					-31	-12	
Hops		-20	-26				

A zoom of the release of the WUR impact assessments

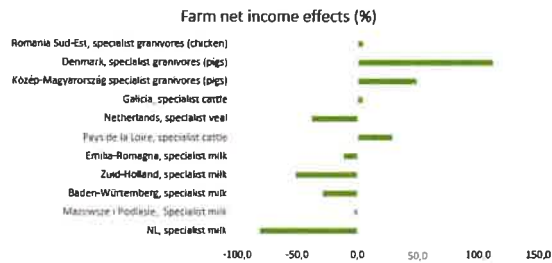


Figure 4.2 Potential Impacts of F2F and BD strategies on farm income (percentage changes) for selected farm cases

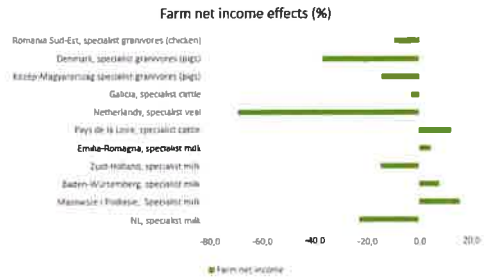


Figure 4.3 Sensitivity analysis of potential impacts of F2F and BD strategies on farm income (percentage changes) for selected farm cases, assuming a 15% price increase for dairy, beef and pork.

We need your support/ your idea !

24.09.21 – Press conference of the presidents (COPA-COGECA) pushed the key messages

09.21 – CC answer on the critics made by NGOs the impact assessments already released + PPT analysing the different impact assessments

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XX.11.21 – Livestock event with the participation of F. Timmermans : showing concrete options to increase EU livestock sustainability

→ CC Secretariat will share the final PPT with all members (only for internal use)

→ CC Secretariat will share all relevant material information regarding the release for the WUR studies after this meeting

→ We need a maximum of members to participate online to these events and to share posts with us (mostly on Twitter)

→ We will try to propose these videos for translations to interested members (as we did with the 9 paradoxes video)

→ We will need your support to translate/spread this PR



Conclusion

The situation is changing very fast and the secretariat must coordinate the relations with WUR, AFCC/ELV and the relations with the members.

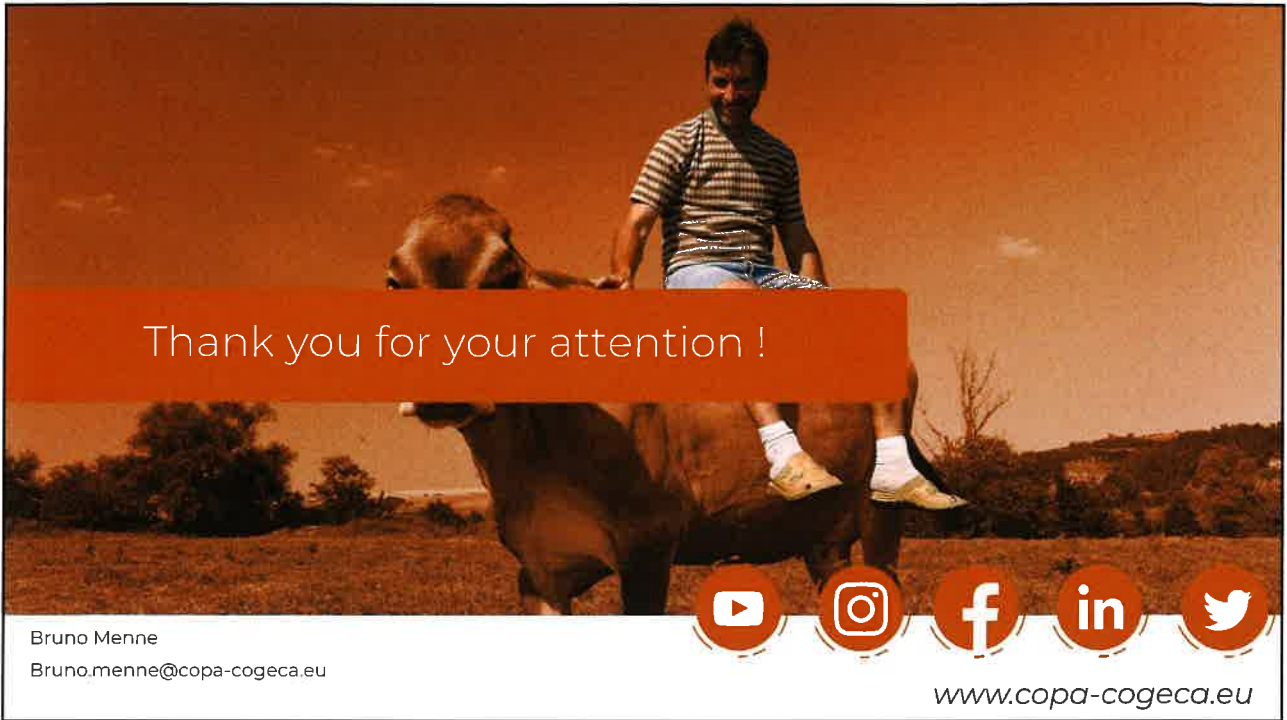
It is important to follow the debates and Twitter is increasingly becoming the place where F2F is debated under the hashtag [#Farm2Fork](#). Here are some accounts to follow to get an overview of the subject:



20 minutes for questions/comments

- We need your support !
- What are your plans/perspectives on F2F ?
- How could we integrate your communication strategies into our plan ?





Thank you for your attention !

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