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

**Copa-Cogeca position:** yes to principle + ask for impact assessment for targets

- **May 2020:**
  - Farms to Fork

- **January 2021:** the EP publishes its draft own initiative report
- **February 2021:** 2,300 amendments tabled
- **Negotiations between shadows**
- **48 CAs + 130 individual amendments**

**Publication of studies**

- **Vote in ENVI and AGRI Committees**
- **Individual amendments rejected, but all CAs adopted**
- **Vote in plenary: 21st October?**

**Copa-Cogeca position:** yes to principle + cannot agree with the targets

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

- **European Commission**
  - Internal Drafting
  - Legislative Proposal

- **European Parliament**
  - Inter-service Consultation

- **Council of the European Union**
  - Council Working Group
  - Presidency compromise draft

- **Ministers (General Approach)**

- **Plenary vote**
  - Negotiation Mandate
  - Trilogue Negotiations
  - Official Journal Publication
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

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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
   - 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

Communication

2. Need for a public debate
   - Need to relay the studies at national level
   - Need to be active and supportive 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?

We will send you all those documents by emails

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

Background – key dates for CC communication

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 "scientically-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 looses.

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.

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

Press Release

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

Today, the European Commission presented two highly ambitious strategies: One on sustainable bio-economy and chemical-free agriculture, and another on the new Common Agricultural Policy (CAP) for 2023-2027. Both strategies will have a profound impact on European farmers’ lives and the European agri-food sector.

A joint declaration by the European Farmers’ Association (Copa) and the European Co-operatives for Agriculture, Horticulture and Dairy (Cogeca) highlights the concerns of EU farmers and the need for a comprehensive impact assessment of these strategies. The declaration calls for a balanced approach that respects the interests of all stakeholders and ensures a sustainable future for European agriculture.

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 FARM TO FORK

Joint Declaration

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

On Thursday, the ENV and AGRI Committees of the European Parliament will vote on their draft report presenting their official reactions to the Farm to Fork strategy. While the first studies on the impact of the strategy launched by the Commission to support net zero by 2050 are extremely challenging trends, MEPs are pressing to add new additional objectives and targets for the European Union that would be single unsalable 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?

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)

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

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 review all Natural Strategic Plan for the future CAP. Hence, analysis will continue, including changing food consumption patterns and taking into account..

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 footprints, the social injustices of a two-speed food system, the lack of response on tools).
   - All studies that will 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 on 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

15.09.21 - First mention of the impact of F2F by MEP Ballamy (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 president (COPA-COGECAs) about 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
10.10.21 - 2nd Coordination Committee AFCC/ELV
12/13.10.21 - Release of the Wageningen studies (Cross -modal assessment and Livestock policy paper) in a funtractive event/ European livestock voice within
14/15.10.21 - Participation of CC to the Farm to Fork event

Week of the 18.10 - Funtractive package of articles to explain the common elements between the different impact assessment(s) [in press]
Week of the 18.10 - Release of a video explaining the common elements between the different impact assessments (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]
11.10.21 - Livestock event with the participation of F. Timmermans

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
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 Hadlottis Cabinet of Timmermans: Lukas Vizek DG SANTE: Andrew Owen-Griffiths & Clare Rury (DONE)

Launch September (second week)
1. Publish seedling 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

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A zoom of the release of the WUR impact assessments

Figure 4.3: Potential impacts of FST and BD strategies on farm income (percentage changes) for selected farm cases.

We need your support/your idea!

24.09.21 – Press conference of the presidents (COOPS-COSCECA) - 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

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 Eureactiv event/European livestock voice webinar

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

Week of the 13.10 – Eureactiv package of articles to explain the common elements between the different impact assessments (crops)

Week of the 13.10 – Release of a video explaining the common elements between the different impact studies (livestock)

Week of the 18.10 – 2nd Coordination Committee AFCC/ELV

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

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 minimum 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 5 paradoxical videos)

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:

Janusz Wojciechowski @JanuszWojciechowski
COPA-COGEKA @COPACOGEKA
Natasha Foote @NatashaFoote
Eddy Wax @EddyWax
EURACTIV Agri & Food @EURACTIVFood

Camillo Perrin @Camillo_Perrin
Félix @FelixFurama
COCERAL @COCERAL_EU
Ariel Brunner @ArielBrunner
Sophie Dupuy @SophieDupuy

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?