



European  
Commission

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5th Rural Pact Coordination Group meeting – 4 June 2025

A photograph of a person's hands holding a small green seedling in a field. In the background, another person is visible, holding a tablet. The scene is set outdoors with a blue sky and green foliage. A green L-shaped graphic element is on the left side of the text.

# A Vision for Agriculture and Food

# Vision and objectives for 2040



An **attractive** and **predictable** agri-food sector where incomes enable farmers to thrive, attracting future generations

## ATTRACTIVENESS



An agri-food sector that is **competitive** and **resilient** in the face of rising global competition and shocks

## COMPETITIVENESS & RESILIENCE



A **future proof** agri-food sector that is functioning within planetary boundaries

## SUSTAINABILITY



An agri-food sector that values **food**, fosters **fair working and living conditions** and vibrant and well-connected rural and coastal areas

## FAIRNESS







Valuing food and  
fostering fair living  
and working conditions  
in vibrant rural areas



# A sector where food is valued and offers a fair living and working condition in rural areas

- Fostering **fair living and working conditions** in vibrant rural areas
- **Reconnecting** food with territory, seasonality and traditions
- Attracting **more women** to the profession
- Ensuring the protection of **workers' rights**
- Supporting **agri-food SMEs**



# Main actions (focus on rural)

- **Synergies and complementarities** must be further enhanced
- Updating the **EU Rural Action Plan and Rural Pact**
- Further operationalise the **rural proofing** principle
- Strengthen participatory local development tools, (**LEADER/CLLD**) and other forms of cooperation like **Smart villages**
- Further develop the concept of **functional rural areas**
- Address the targeted spread of **disinformation** in rural areas
- Establishing a **Women in Farming Platform**



# The EU Rural action plan

## LONG-TERM VISION FOR RURAL AREAS

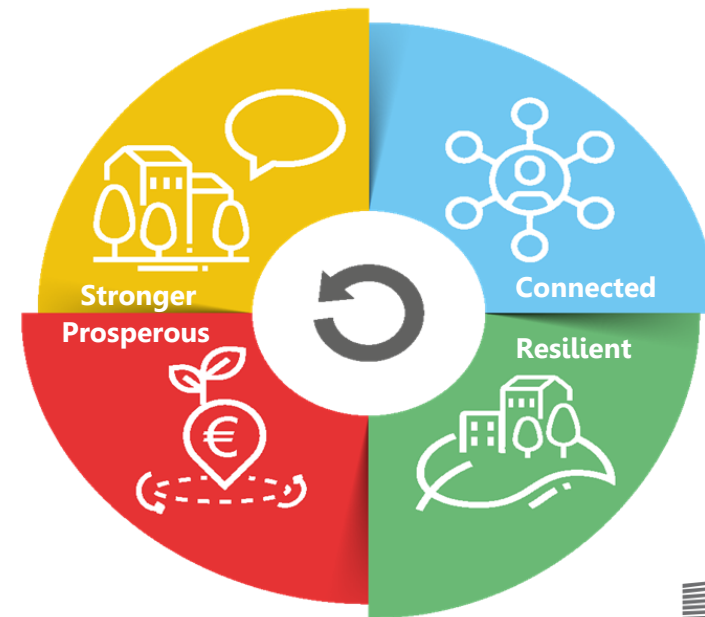
10 SHARED GOALS FOR 2040

## EU RURAL ACTION PLAN

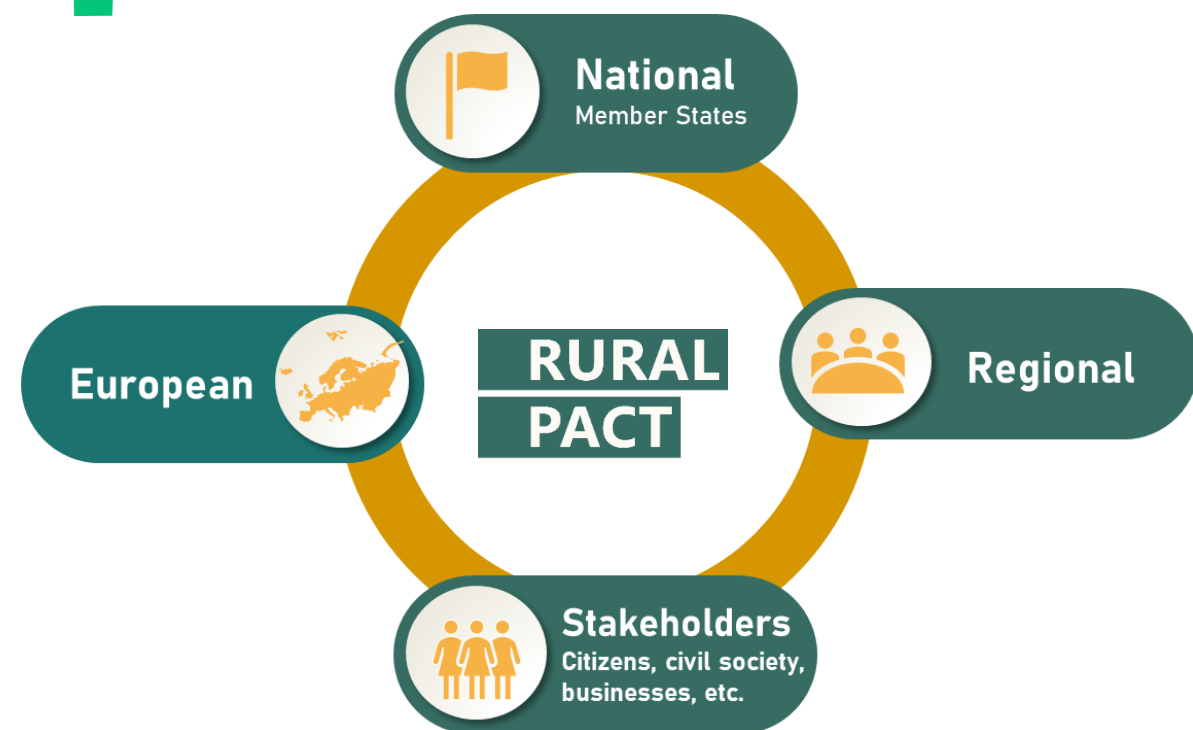
**6  
Horizontal  
actions**

1. Rural Observatory
2. Functional Rural Areas
3. Improved Statistics
4. Rural Proofing
5. Toolkit on EU funding
6. Rural Pact

**24  
thematic  
actions**



# The Rural Pact – A space to work together



## Objectives



**Amplifying rural voices** and bringing them higher on the political agenda

**Policies**



**Structuring and enabling networking**, collaboration & mutual learning

**Capacities & Networking**



**Encouraging and monitoring voluntary commitments to act for the vision**

**Action**

## What is the Rural Pact ?

**The Rural Pact is a formal space and framework to boost cooperation** between national, regional and local governments, civil society organisations, businesses, academics and citizens **to act towards the shared goals of the rural vision.**







# Looking ahead

- Need to **continue working together**: building trust and dialogue to make the vision a reality
- **Collective effort** to elaborate further on the key initiatives and actions
- Looking forward to seeing you at the **Rural Pact Conference** on 16-17 September.





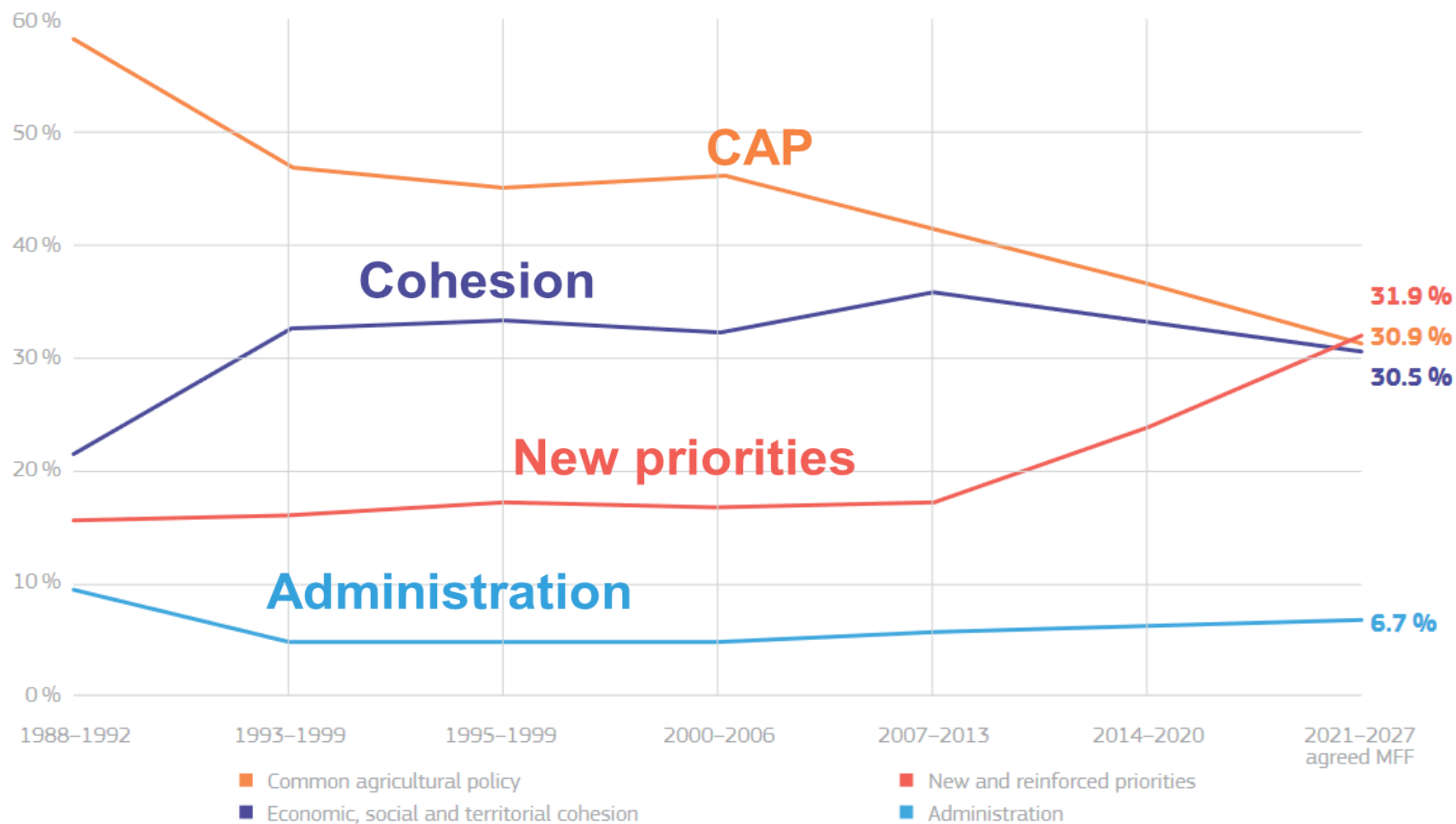
# Next MFF

- European Commission Communication on the road towards the next Multiannual Financial Framework after 2027 – published on 11 February 2025.
- The Communication points at the importance of food security. It calls the CAP to be simpler, more targeted and to find the right balance between incentives, investment and regulations - and to ensure a fair income for the farmers. Explores one plan per Member State for all policies.
- [Speech by the President at the Annual EU Budget Conference 2025](#) (20 May) : *“In our next Budget, there will be a central place for Cohesion Policy and the Common Agricultural Policy. Modernised and better adapted to today's challenges. Our regions and our farmers will always be at the heart of our Union”*.



# Evolution of overall budgets\*

\* Without RRF



# Thank you



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