

A scenic photograph of a rural landscape at sunset or sunrise. In the foreground, a grassy field is enclosed by a wooden fence, with several sheep grazing. In the background, rolling hills and mountains are visible under a sky with soft, golden light. The image is framed by large, abstract geometric shapes in shades of yellow, green, and blue.

Rural Business Innovation Awards

Trends in the EU food sector



This project has received funding from the European Union's Horizon 2020 research and Innovation programme under grant agreement N°773621.



F&D Industry in a snapshot

TURNOVER

€1,109 billion

Largest manufacturing sector in the EU

VALUE ADDED

2.1%

of EU gross value added

CONSUMPTION

13.8%

of household expenditure
on food and drink products

EMPLOYMENT

4.57 million people

Leading employer in the EU

NUMBER OF COMPANIES

294,000

R&D expenditure

€2.9 billion

SALES WITHIN THE SINGLE MARKET

90% of food and drink turnover

SMEs

48.1%

of food and drink turnover

61.3%

of food and drink employment

EXTERNAL TRADE

€110 billion

Exports

€75 billion

Imports

€35 billion

Trade balance

17.9%

EU share of global exports

Sources: Eurostat; Joint Research Centre; UN COMTRADE



Main challenges



Consumer engagement,
behaviour and perception of food



Demographic changes

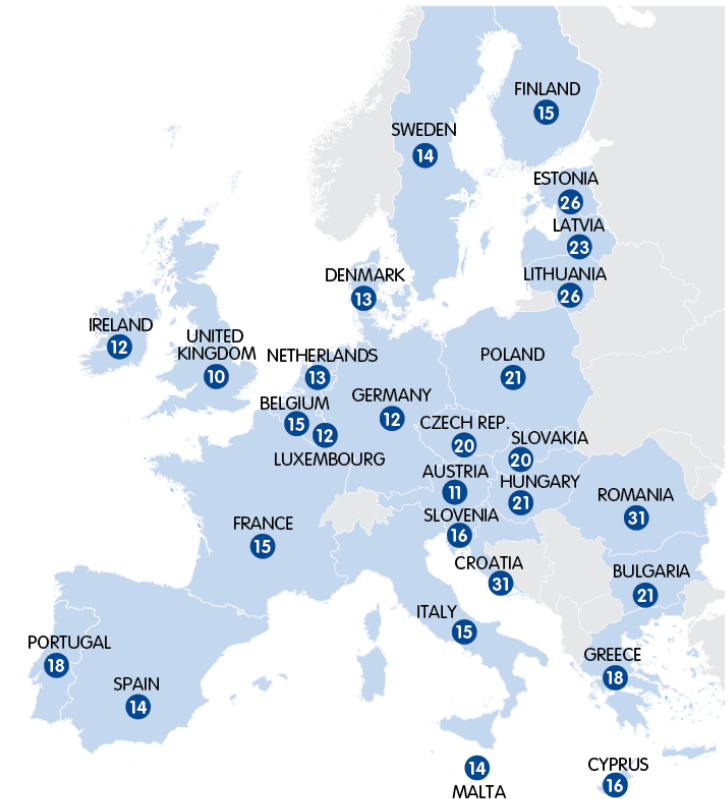


Resources



Sector maturity

Household consumption expenditure on food and drink
products by Member State (2016,% of total expenditure)



Sources: Eurostat (National Accounts); Member States' Household Budget Surveys



Tomorrow's Food System

Key characteristics:

Resilient through flexibility

Vibrant through engagement

Sustainable through resource stewardship

Fully transparent and accessible to all

Implementation principles:

Consumers and industry working in partnership

Bridging modern social and natural sciences

System-wide (systemic) approaches





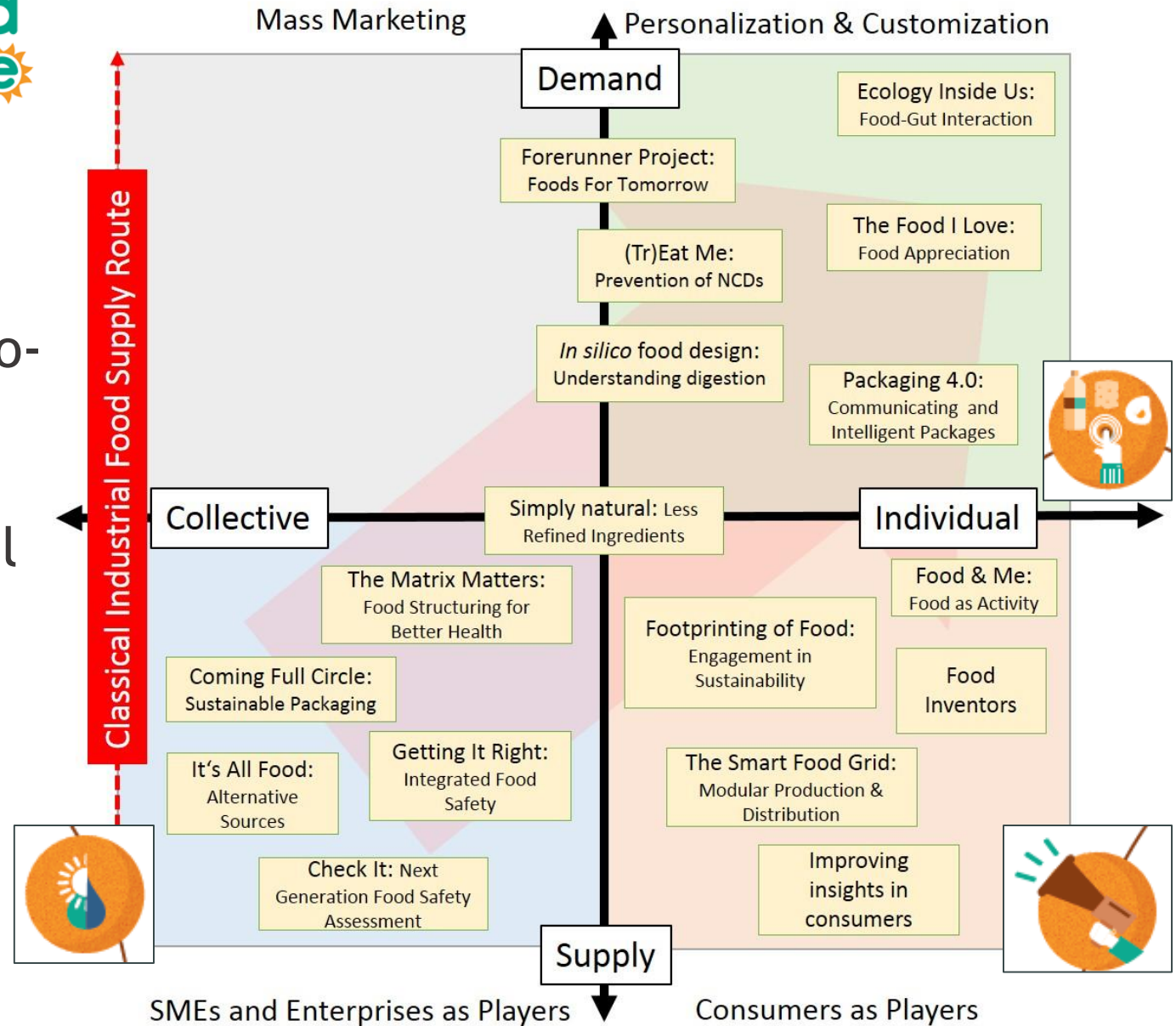
A System Transformation



Trusted and competitive food solutions through co-created innovations

Food as a vehicle to add life to years of individual citizens

Lower carbon footprints through new (but safe) materials and processes



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Rural Business Innovation Awards

Food category: the nominees



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Eko Bajka Poland

When ecotourism meets organic farming

- Boosts local rural economy with award-winning ecotourism
- Promotes and shared **organic farming**, **environmental protection** and sustainable rural development
- Sustains farming income and promotes new jobs in the area



Learn more



bit.do/ekobajka



First Hand Milk Greece

The first ATM for milk and dairy products

- Facilitates the distribution of milk and dairy products
- Collective of six dairy farms combining to add value and develop new markets
- Has sustained jobs and added 5 more to market and distribute
- Direct to consumer and high on sustainability



Learn more



bit.do/firsthandmilk



Gårdsfisk Sweden

When sustainable aquaculture joins agriculture

- **Circular system** combining traditional agriculture with land-based aquaculture
- **Nutrients** from fish production **reused** to fertilise crops
- **Protects aquatic ecosystems** with high environmental standards
- **Franchise concept** to facilitate replication

GÅRDSFISK



Learn more



bit.do/gardsfisk



Hermetia Germany

Innovative insect feed

- Nutrient rich insect production for pet food
- Sustainable alternative for the production of proteins
- Economic development of rural areas (50+ employees)
- Creation of skilled jobs for young people



Learn more



bit.do/hermetia



Panier Local France

PANIER LOCAL

Partenaire logiciel des circuits courts

Your online market for local products

- Online platform supporting the development of short supply chains in the food sector
- Unlocks and simplifies online commerce for local food producers
- Shared development costs and peace of mind for nearly 3.000 producers
- Boosts local economy, reduces transport emissions and costs



Learn more



bit.do/panierlocal



Taina Vie Romania

Creative and sustainable beekeeping

- Tradition and innovation meet with **beekeeping, honey products, tourism activities, ceramics and more**
- Majority of sales driven by **online commerce**
- **High quality, attention to branding and packaging plus ecological certification** helps the products stand out from the competition



Learn more



bit.do/tainavie