



# 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

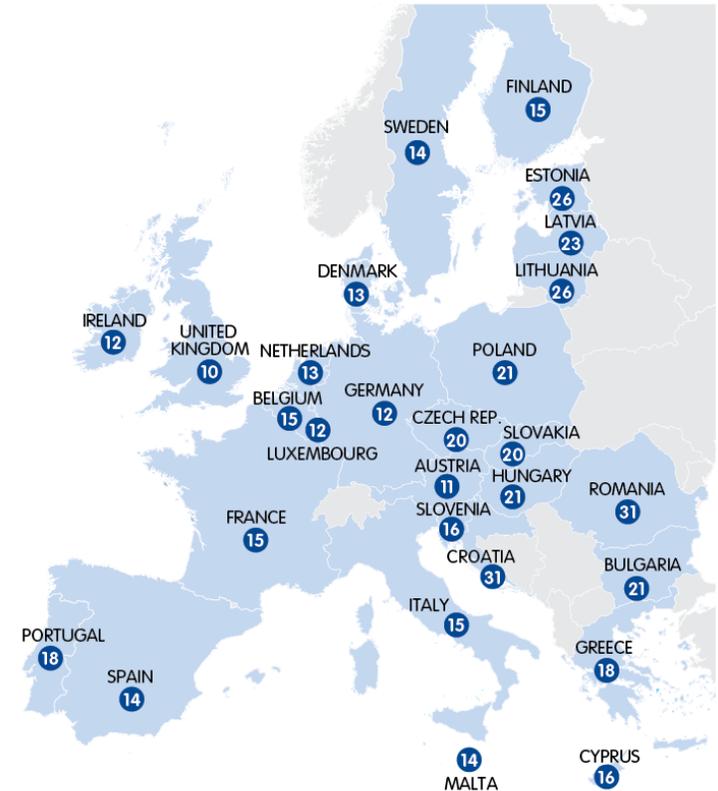


Resources



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



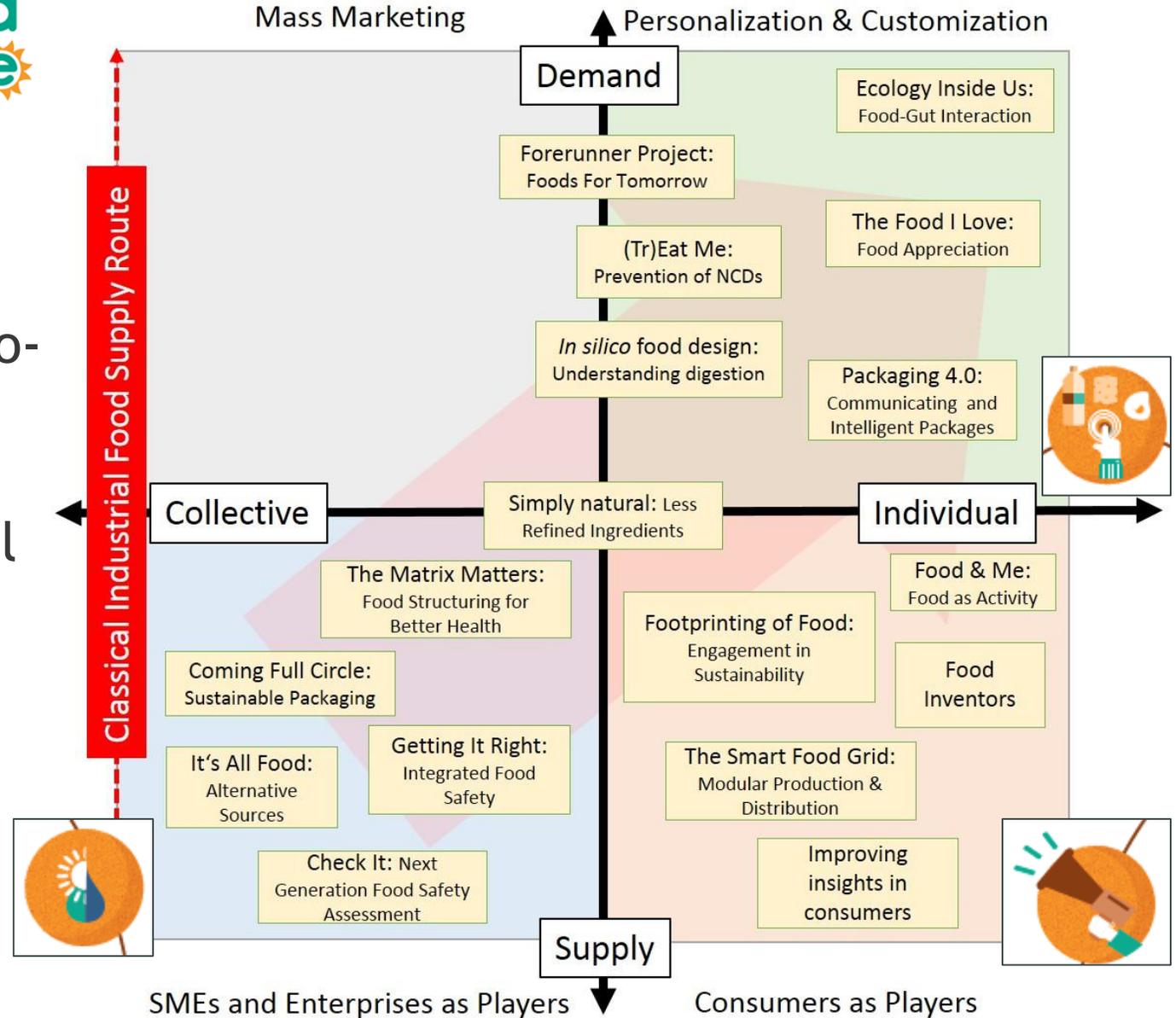


# A System Transformation

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





# 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](https://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](https://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](https://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](https://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](https://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](https://bit.do/tainavie)