

Viewpoint: Europe's Green Deal Farm to Fork strategy brings innovation possibilities — but economic trade-offs are costly

The European Green Deal is the name of the EU's overarching policy that aims to make the EU climate neutral in 2050. Included under this roadmap are the so-called Farm to Fork (F2F) Strategy, the Biodiversity Strategy, and the Fit for 55 proposals.

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One of the most debated F2F plans is the ambition to expand the share of the EU's farmland in organic production from the current 8% to 25% by 2030. There is a considerable gap between existing consumer demand for organic produce and these supply-side ambitions.... The 25% target is not realistic and would potentially result in plummeting prices for organic products. Wisely, in May 2022, the European Parliament voted for an amendment, saying a market-based approach should be followed and different sustainable farming models should be recognized.

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The long-term question is how all of this affects the competitive position of EU businesses competing with non-EU businesses not complying with similar rules. Potentially, the EU could introduce additional import levies to create a more level playing field.

On a positive note, we should not forget about the opportunities these gigantic plans for greening can bring. The proposals will strengthen the role of the EU as fertile ground for green innovations.

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