



EDITORIAL

Dear Readers,

Welcome to the fourth edition of the “More Than Food” newsletter.

Food is an integral part of the environment we live in. We believe that this dependency accentuates the need for a responsible food production model which reduces the strain on the climate, plant and animal life. All while maintaining the original taste and nutrition of the food and drinks.

Agri-products of the European Union (EU) ensures production of safe and fresh food. EU sustainable farming

practices help safeguard the health of natural resources such as soil, air, and water, while also protecting and rejuvenating biodiversity at large.

The foods and drinks coming to you all the way from Europe are an output of leading innovations in green/alternative agriculture and food science. We hope you enjoy the unique blend of environmentally-friendly flavours!



EUROPEAN UNION

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IT'S FROM
EUROPE**



EU'S CONTRIBUTION TO A SUSTAINABLE FOOD SYSTEM

The EU's sustainability strategy has several objectives such as safeguarding the environment, ensuring healthy food for everyone, and increasing the livelihoods of farmers across all the 27 Member States. To fulfill its ***social and economic sustainability goals***, the EU is driving improvements in sustainability through advanced research and innovation and green policies.

For instance, investments in European AgTech startups are helping create innovative solutions ranging from AI-based farm management systems to alternative fertilizers. The system of Geographical Indications (GIs) protects

the diversity of crops and seeds by preserving local varieties and getting it to the market in the shortest possible time.

The EU is also working on an ambitious policy package, the European Green Deal, that has the goal of turning Europe in the world first climate-neutral continent by 2050. One of its key actions, the 'Farm to Fork' strategy, promotes greener production and processing, more sustainable diets and less food waste.

Let's look at some of the green practices that make EU food production one of the most sustainable in the world.



REDUCED FERTILIZERS AND EMISSIONS

Eco schemes under the newly adopted Common Agricultural Policy (CAP) will further contribute to the reduction of fertilizer use and emissions. For example, since 1990, despite an 18% increase in EU cereal production, its emissions intensity has decreased substantially. Even cheese producers in Europe use much less energy for their production leading to fewer energy-related greenhouse gas (GHG) emissions.

Under the Farm to Fork strategy, the already low consumption of fertilizers and antibiotics will be further reduced by 20% and 50%, respectively.



REDUCED ANIMAL GRAZING ON FIELDS



A large part of agricultural land in the EU consists of grasslands and the entire ecosystem is heavily dependent on cattle production and pig grazing. Ruminant grazing contributes to the storage of carbon in the soil. It is also essential to maintain biodiversity. For example, in southern Europe pigs feed naturally on oak leaves and fruit, thereby conserving the natural landscape. The number of livestock, however, are limited with an aim to minimise overgrazing, erosion, or pollution caused by animals or by the spreading of their manure.



BENEFIT TO INDIAN CONSUMERS

Produced using less pesticides, antibiotics, chemical and fertilizers and lower GHG emissions, EU agriproducts come with a guarantee on taste, nutritional value as well as the promise of environment protection. Europe's leading innovation in agricultural and food sciences lead to a guarantee not

only in safety, but also in taste and nutritional value, while protecting the environment.

Stay tuned for more updates on upcoming activities and all that the European Union has to offer.

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