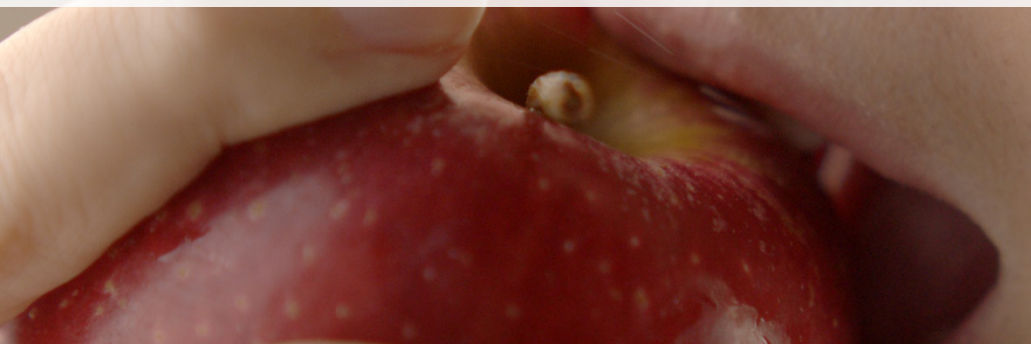




Catalan Food Strategic Plan 2021-2026

A roadmap for a strategic industry



Contents

01. Introduction

02. Plan methodology

03. Plan structure

04. Main challenges

05. Catalonia's National Food Agreement



01 /

Introduction

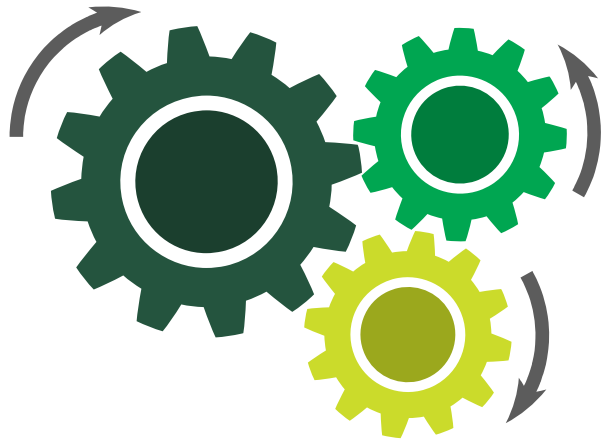
Food lies at the **intersection** between **agriculture, health, the environment** and **consumers**. The way these fields and their stakeholders interact is the way in which we shape our future

Catalan Food Strategic Plan 2021-2026 (PEAC)



An interdepartmental and cross-industry instrument to build a sustainable, safe, and universally accessible food System, which lays the Foundation of Catalonia's National Food Agreement

PEAC is based on an **integral and systemic** approach to the **food system**



⚙️ Intersection of the two **main pillars of the food system**

- Food **supply** → Availability
→ Stability
- Food **consumption** → Use
→ Access

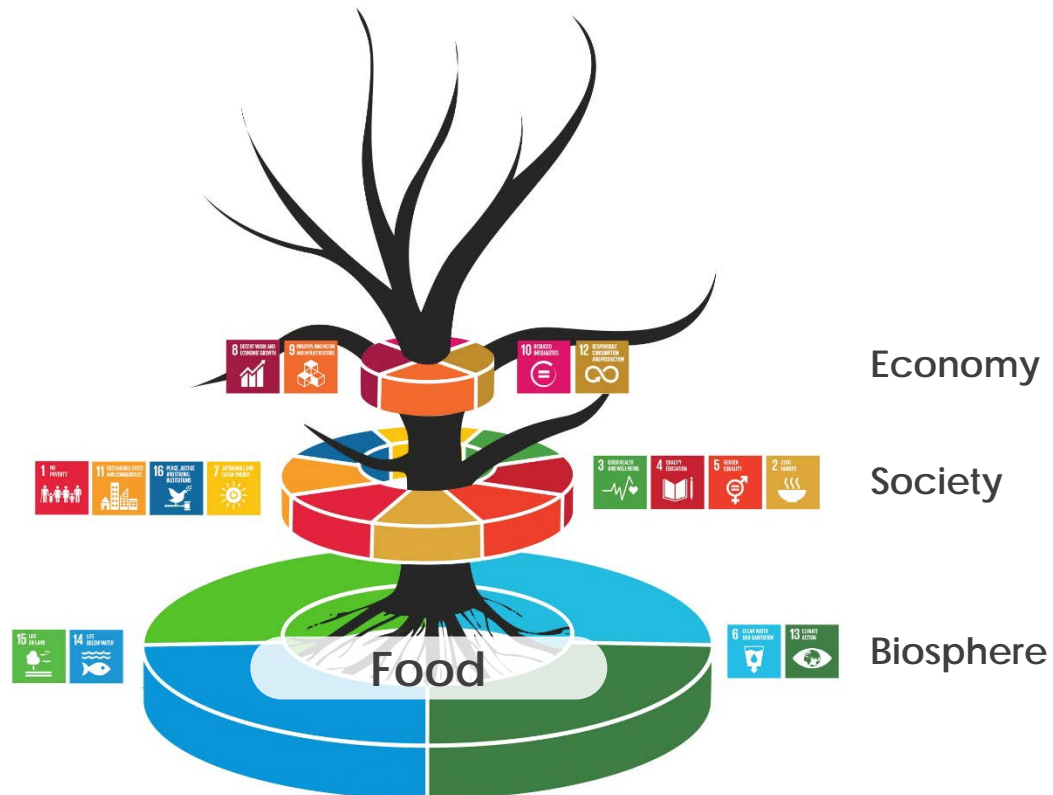
⚙️ Global approach to the Catalan food system to provide integral solutions

- Long term vision → Preventives measures
→ Proactive measures

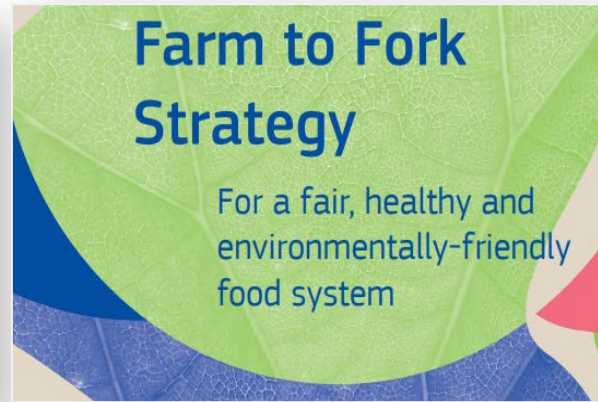
A vision aligned with European and international agendas

SUSTAINABLE
DEVELOPMENT
GOALS

2030 Agenda and Sustainable Development Goals (SDG)



At a European level...





02/

Plan methodology

1 year of intense and collective work by all stakeholders in the food value chain to achieve a consensus driven roadmap for Catalonia's Food industry

1/ Technical diagnosis

Analysis of the current situation of the food industry and identification of strengths, weaknesses, opportunities and threats

9 Work groups

220 experts

2/ Strategic framework

Plan Strategic Definition (mission, vision and values) and identification of global challenges and strategic lines

7 work groups

91 experts

Themed participatory sessions



3/ Operational framework

Definition and consolidation of initiatives and actions to be implemented

19 Work groups

131 experts

Territorial participatory sessions



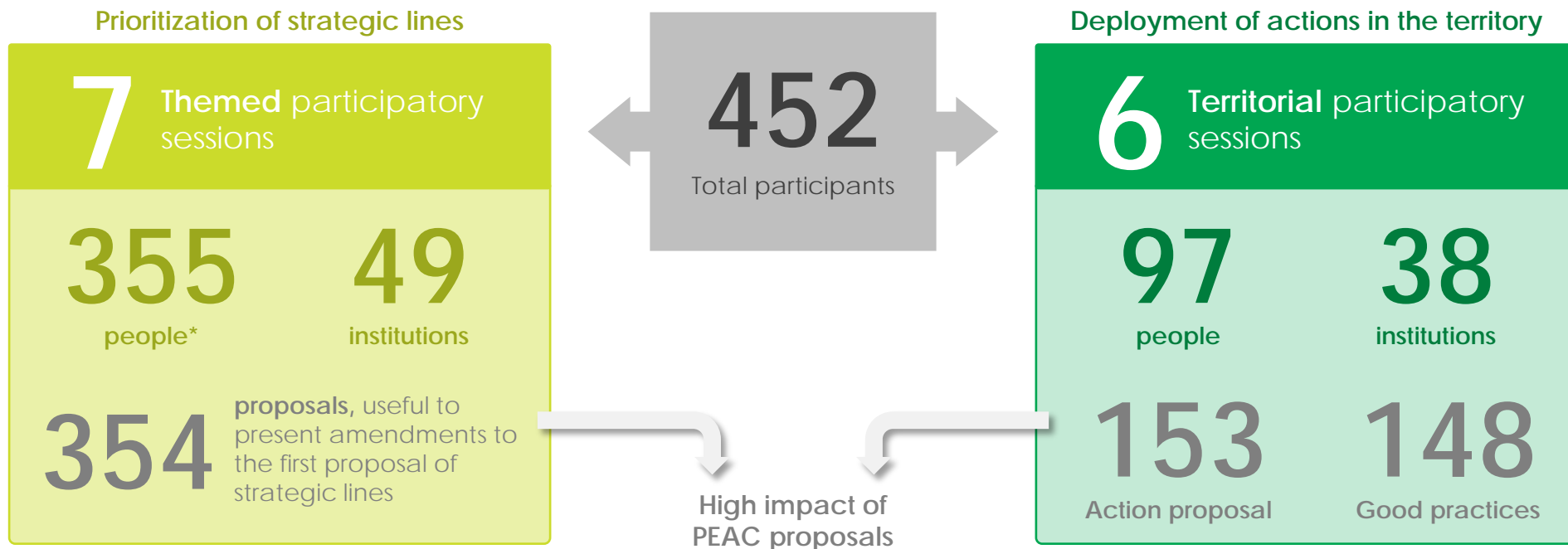
4/ Dashboard

Description of the governance framework and definition of PEAC's tracking and monitoring KPIs

1_{group} 24_{people}

Cross-disciplinary advice (Multidisciplinary group)

The **participatory process** was conducted in **two stages**:



69% of proposals (406 proposals) were already partially or completely included in the starting document, but were useful to introduce amendments and nuances

15% of proposals (88 proposals) were included in the document as new proposals

16% of proposals (96 proposals) were not included in the document

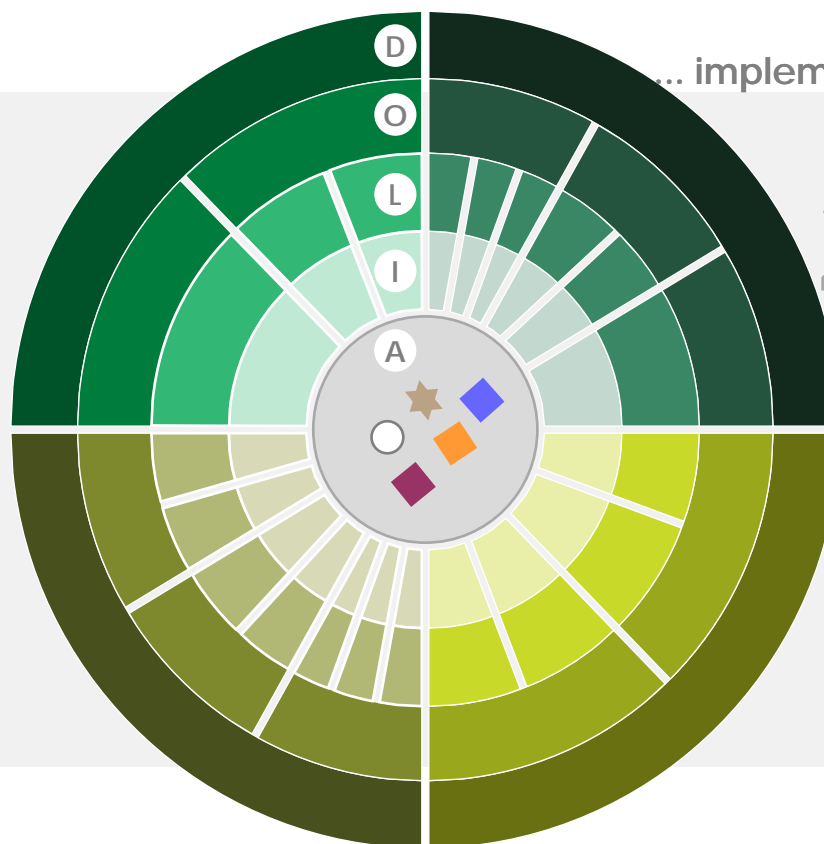
(*) Including people who participated in this stage(107), those who sent proposals through participa.gencat.cat (78), the DARP professionals who participated in the pilot session (42) and those who completed the initial poll on objective prioritization (128)

03/

Plan structure

The Plan features...

4 dimensions
10 strategic objectives
20 strategic lines
55 initiatives



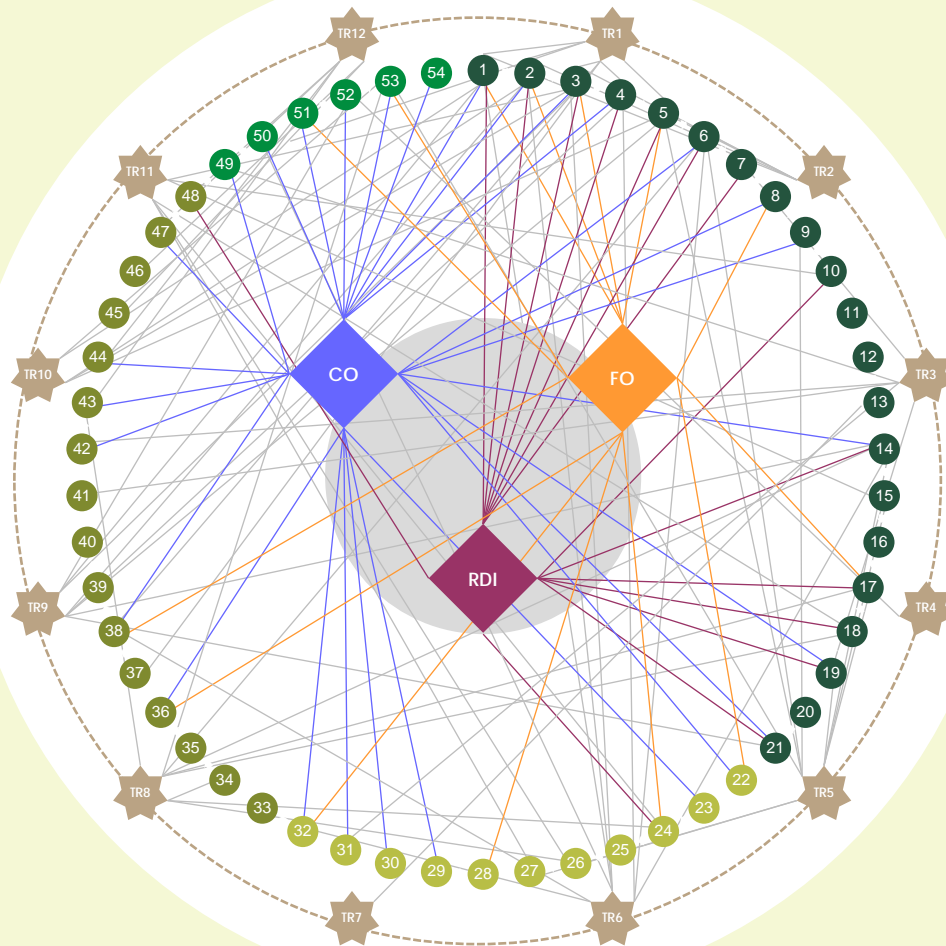
... implemented through:

294 actions

- ★ 100 Transformative actions
- ◆ 95 Instrumental actions (classified in 3 fields)
- 99 Specific actions

(D) Dimensions
(O) Strategic Objectives
(L) Strategic lines
(I) Initiatives
(A) Actions

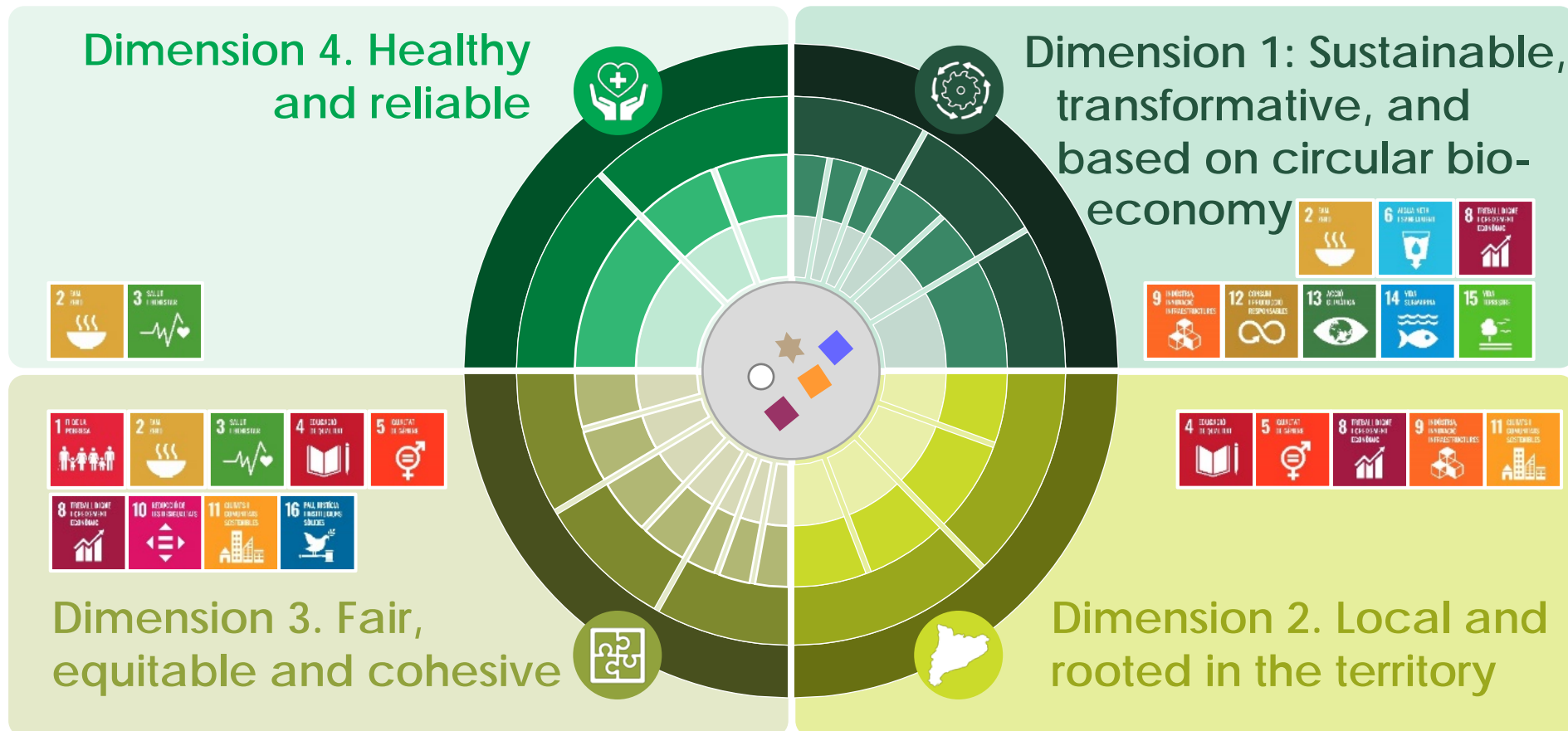
★ Transformative actions
 ○ Specific actions
 ◆ Instrumental actions



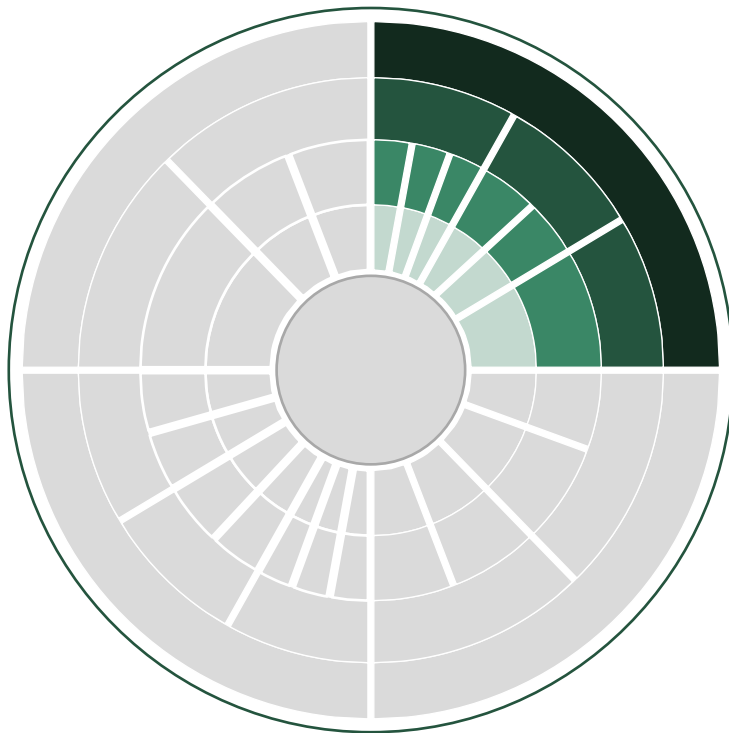
Given the need for an **integrative instrument**, the Plan takes a systemic and holistic approach, in which all initiatives and actions interrelate and are launched from a cross-industry perspective

- ● ● ● Initiatives
- ★ Transformative actions
- ◆ ◆ ◆ Instrumental actions

Directly addressing SDGs...



Dimension 1: Sustainable, transformative, and based on circular bioeconomy



Objectives

- O1** **Climate emergency.** To guarantee that the Catalan food system becomes a tool to mitigate the climate emergency
- O2** **Economic sustainability.** To develop a dynamic and value generating food model, based on a circular bioeconomy which guarantees economic sustainability across the entire food chain
- O3** **Food self-sufficiency.** To increase the self-sufficiency of the Catalan food system

Dimension 2. Local and rooted in the territory



Objectives

- O4** **Territorial cohesion.** To guarantee territorial cohesion and the rooting of the population in rural and maritime areas of Catalonia.
- O5** **Food self-esteem.** To strengthen food self-esteem in Catalonia

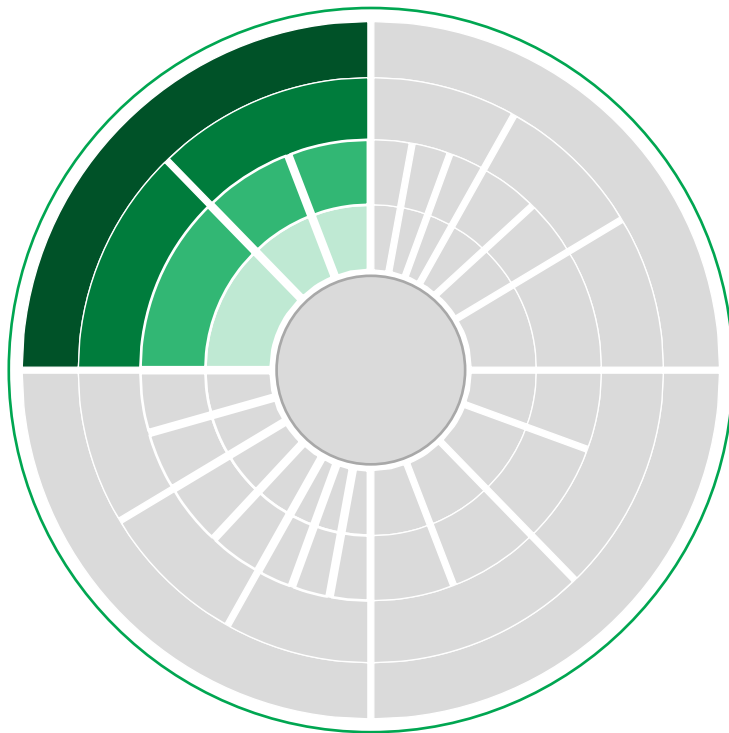
Dimension 3. Fair, equitable and cohesive



Objectives

- 06 Social sustainability.** To foster a food model that is socially sustainable and accessible to everyone
- 07 Equitable value distribution.** To guarantee a balanced system through a value distribution that is fair and equitable to all stakeholders in the food chain
- 08 Collaboration.** To foster collaboration and cooperation between the stakeholders of the food value chain in Catalonia

Dimension 4. Healthy and reliable



Objectives

O9

Healthy food habits. To ensure citizens develop and nurture healthy food habits

O10

Safety, quality and trustworthiness. To guarantee a high quality, safe food system which is trusted by consumers and markets

04/

Main challenges

(D1) O1. Climate emergency.

To guarantee that the Catalan food system becomes a tool to mitigate the climate emergency

- 1- Achieve a 30% increase in the use of **renewable energies** and improvement of energy efficiency in the agri-food and fishing industries
- 2- Secure a 25% increase in the production of food from **sustainable fishing and production models**
- 3- Total deployment of Law 3/2020, March 11, for the prevention of **food waste**
- 4- Ensure 60% of **plastic packaging** and wrapping products are **reusable or recyclable**

(D1) O2. Economic sustainability.

To develop a dynamic and value generating food model based on a circular bioeconomy

- 5- Ensure 30% of new business in the agri-food sector are based on the **circular bioeconomy**
- 6- Achieve a 20% increase in the number of **agri-food and fishing firms adopting exponential technologies**
- 7- Accelerate **seven transformative projects** based on **research and innovation** and fostering the transformation of the agri-food and fishing system across the territory

(D1) O3. Food self-sufficiency.

To increase the self-sufficiency of the Catalan food system

- 8- Achieve a 10% increase in the **self-sufficiency rate** of unprocessed agricultural products.
- 9- 10% increase in **local agri-food consumption**, both by consumers and by agri-food businesses
- 10- Replace 10% of traditional animal proteins by **new protein sources** for both human and animal consumption

(D2) O4. Territorial cohesion.

To guarantee territorial cohesion and the rooting of the population in rural and maritime areas of Catalonia.

- 11- Achieve an annual 10% net increase in **new professionals in the agricultural sector**
- 12- Achieve an annual 10% increase in the **number of women owning agri-food businesses**, and an increased representation of women in advisory and decision making bodies
- 13- Support the creation of 10 **entrepreneurial initiatives** in the agri-food sector fostering territorial cohesion in rural and maritime areas
- 14- Ensure a 25% increase in the number of producers integrated in the **local product direct sale distribution network**

(D2) O5. Food self-esteem.

To strengthen food self-esteem in Catalonia

- 15- Support at least 25 **initiatives to foster local varieties**, indigenous races, products of singular quality and artisans as means to promote Catalan gastronomy
- 16- Ensure 50% of the **public food supply** consists of local, sustainably produced and seasonal products

- Articulation of a program for the evaluation of quality agri-food products linked to the territory (Program for the promotion of DOP and IGP).
- Support for agri-food processing and craft companies to participate in agri-food events

(D3) O6. Social sustainability.

To foster a food model that is socially sustainable and accessible to everyone

- 17- Guarantee **universal access to sufficient food** to ensure a healthy diet through the empowerment of vulnerable people

(D3) O7. Equitable value distribution.

To guarantee a balanced system through a value distribution that is fair and equitable to all stakeholders in the food chain

- 18 - Guarantee unprocessed fresh **food producers** receive at least the average **cost of production** in their area

(D3) O8. Collaboration.

To foster collaboration and cooperation between the stakeholders of the food value chain in Catalonia

- 19- Achieve a 10% increase in the number of producers in joint **marketing associations**
- 20- Ensure a 10% increase in the number of **alliances or industry associations** with direct or indirect government support

(D4) O9. Healthy food habits.

To ensure citizens develop and nurture healthy food habits

- 21- Reverse the growing trend of **overweight** in the population, particularly in segments affected by social inequalities, through the promotion of healthy food habits
- 22- Development of structured and systematic training in all **teaching plans on healthy lifestyles**
- 23- Implementation of "**Canal Aliments**"

(D4) O10. Safety, quality and trustworthiness.

To guarantee a high quality, safe food system which is trusted by consumers and markets

- 24 - Implementation of **intelligent labelling** in 10% of agri-food products, and expanding it to 50% of agri-food products by 2030



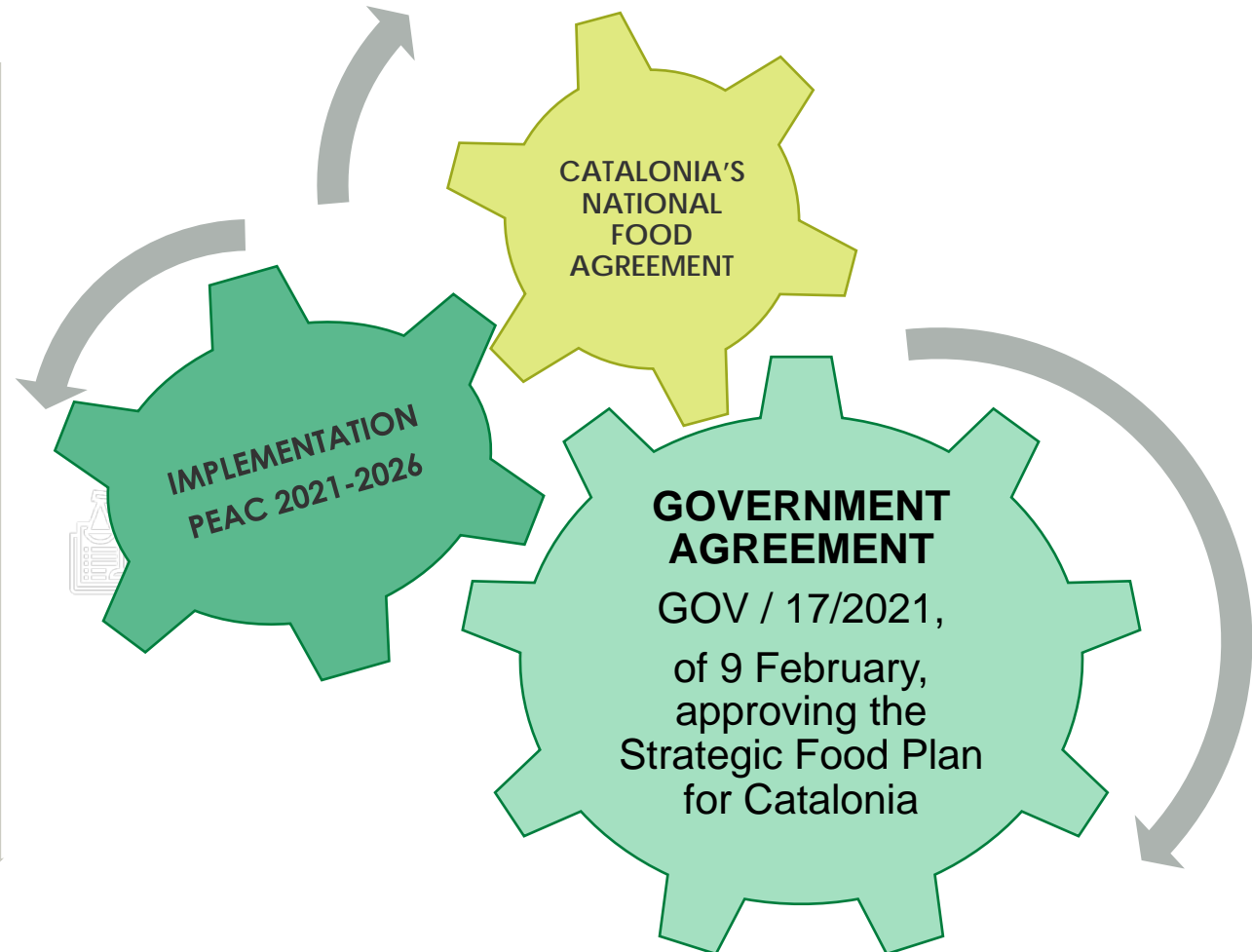
05/

Catalonia's National Food Agreement

On February 9, the Catalan Government approved the PEAC by Government Agreement GOV / 17/2021.

This agreement represents:

- 1- The starting point for the implementation of this roadmap
- 2- The basis for reaching the National Pact for Food in Catalonia



Summary of the plan

Catalonia Food Strategic Plan

MISSION

To articulate a competitive, integral and sustainable food system rooted in the territory and based on its diversity, producing accessible, healthy and high quality food acknowledged by consumers

VISION

To transform Catalonia into a model country in terms of food excellence, acknowledged and valued by all food value chain stakeholders, both nationally and internationally

WHICH FOOD SYSTEM DO WE WANT?

SUSTAINABLE AND TRANSFORMATIVE

Mitigating the climate emergency

Generating value and based on circular bioeconomy

Oriented towards a greater degree of self-sufficiency

LOCAL AND ROOTED IN THE TERRITORY

Facilitating the rooting of the population in the rural and maritime areas of Catalonia

Powering food self-esteem

FAIR, EQUITABLE AND COHESIVE

Fostering social sustainability and access to food

Guaranteeing a fair and equitable value distribution among all food value chain stakeholders

Promoting collaboration and cooperation between all stakeholders of the chain

HEALTHY AND RELIABLE

Reinforcing healthy food habits

Promoting safety, quality and trust by consumers and markets

HOW ARE WE GOING TO ACHIEVE IT?

Creation of a food public procurement law

Support of a new regulatory framework incentivizing the transition towards sustainable models

Creation of the Agri-food Chain Observatory

Strengthen, by the means decided, the transversal coordination of the Official Control of the Food Chain

Creation of the collaborative ecosystem of the Research and Innovation Alliance FoodCat

Development of intelligent labelling to promote conscious consumption

Support local products' online distribution networks

Definition of a new funding model for the Catalan Food System

Promote the digital and technological transformation of the agri-food system

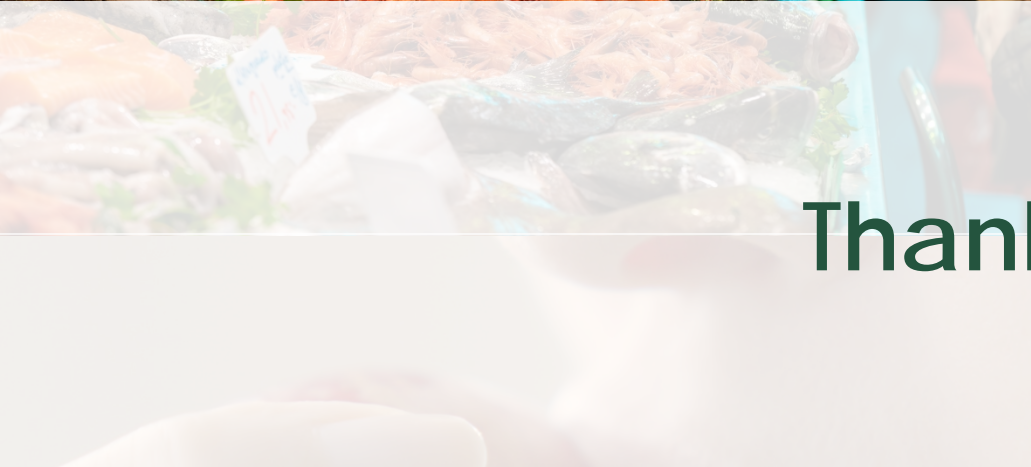
Design an integral advisory program

Support business models based on circular bioeconomy

Support the organization, structuring and sizing of the industry



NATIONAL FOOD AGREEMENT



Thank you

