From Fork to Farm?
How consumers and regulators will decide what we grow

DG Agriculture and Rural Development
European Commission

John CLARKE
Director
FARMING IN THE EU

22 MILLION
People employed in agriculture

11 MILLION
Farms

175 MILLION
Hectares of farmland
Global Trends

- **Growing and shifting food demand**

- **Pressure on natural resources**

- **Climate change**
Please tell me to what extent you are worried or not about the following issues.

Answer: Total 'Worried'

<table>
<thead>
<tr>
<th>Issue</th>
<th>EU27</th>
<th>Percentage</th>
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</thead>
<tbody>
<tr>
<td>Pesticide residues in fruit, vegetables or cereals</td>
<td>72%</td>
<td></td>
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<tr>
<td>Residues like antibiotics or hormones in meat</td>
<td>70%</td>
<td></td>
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<tr>
<td>Pollutants like mercury in fish and dioxins in pork</td>
<td>69%</td>
<td></td>
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</tbody>
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Sustainable agricultural production
Animal welfare
Traceability and origin

Geographical Indications
Traceability and origin
Future of Food and Farming
Thank you for your attention