Sustainability Along the Supply Chain: a British farmer perspective

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Sustainability and agriculture – a multi-faceted relation

- (Economic, environmental and social) sustainability is required for the maintenance of a healthy agricultural sector

- A healthy agricultural sector is essential for a sustainable society, economy and environment
Understanding the importance of sustainability for a healthy agricultural sector:

- Economic sustainability
- Environmental sustainability
- Social responsibility
Can sustainability be delivered uniquely through the supply chain or is there a market failure?

The experience of British Farmers:
- Economic sustainability vs. market power
- Environmental sustainability – the role of assurance schemes
- Social responsibility – the ‘rewards’ of local food

The NFU champions British farming, and provides professional representation and services to its farmer and grower members.
It is the trusted symbol for conscientiously produced food. The Red Tractor logo certifies that the food has been produced to stringent standards and has been certified by independent inspectors right along the food chain from farm to pack. Present in £6.4 billion of sales.
If the market does not deliver, is there a role for policy?
- Competition policy (too narrow in scope?)
- Trade policy (controversy surrounding process standards)
- Energy policy / Environmental policy
  ....and the obvious candidates:
- Agricultural policy
- Rural Development policy
CAP – non-trade distorting support payments linked to cross-compliance requirements

Rural Development – recognising the multi-functional role of agriculture (e.g. agri-environmental schemes)
Too much is at stake......

Farming matters for the (sustainability of the) economy, environment and society.