

### **About the EEB**

The EEB is Europe's largest network of environmental citizens' organisations.

### **Our vision**

A better future where people and nature thrive together.

#### Our work areas



Climate



**Nature** 



Circular Economy



**Economic Transition** 



European
Institutions and
Governance



Global and Regional Policies



Health and Environment



Environmental

Law and

Justice





Intensive agriculture costs society €3trillion per year (globally)



Agriculture is the source of 54% of methane and 92% of ammonia emissions, causing health-threatening air pollution.<sup>3</sup>

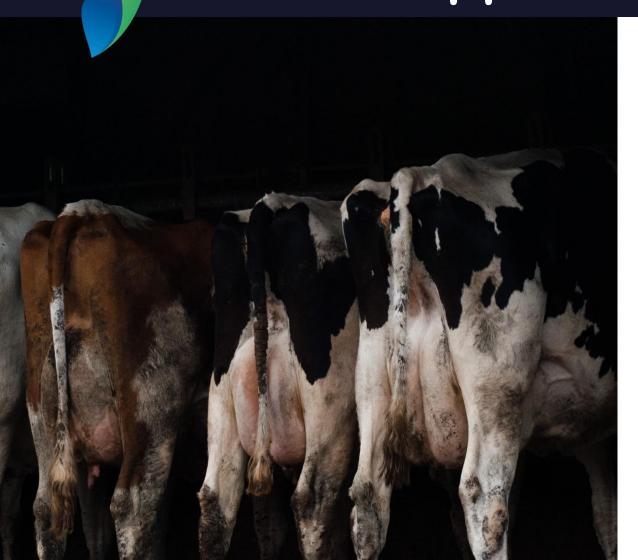


Where agriculture is most intensive, 92% of surface waters do not meet legal quality standards.<sup>4</sup>



More than 65% of agricultural soils contain pesticide residues and too much nitrogen and 45% have accumulated heavy metals from mineral fertilisers.<sup>5</sup>

# Public support for intensive livestock



#### **Coupled Support**

A relic from the 20th century with known negative impacts.

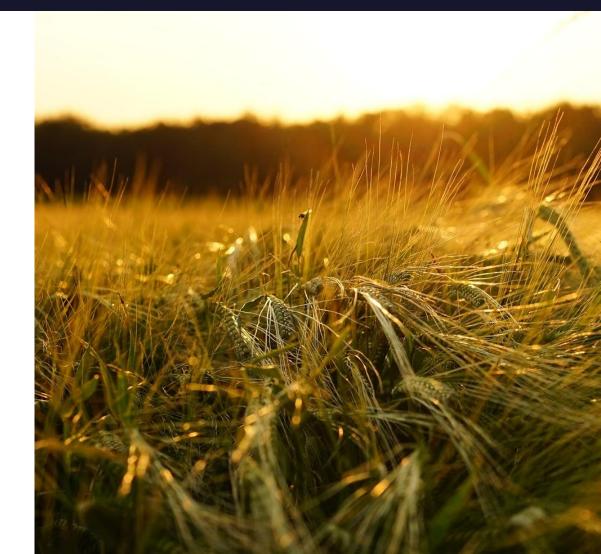
3bn€/year for livestock.

1/2 beef cows and 1/3 dairy cows in the EU supported.

# Moving to 'polluter-pays'?

Pricing pollution and GHG emissions at the source

Carbon Border Adjustment
Mechanism for imported land use
change and unsustainable land
use



# Paying for public goods

#### Overhaul of CAP:

- Phase out harmful subsidies
- Shift funds to incentivise & reward farmers delivering environmental benefits

'Carbon Farming' based on a robust methodology

Public procurement: leading by example

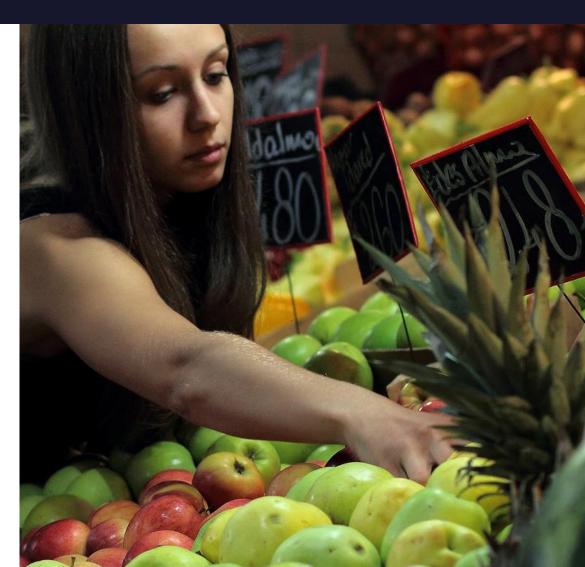


## And the role of consumers?

#### It's about the food environment

- > Price
- > Availability
- > Appeal
- > Socio-cultural norms

Many policy levers, ranging from taxation to labelling, food procurement to urban planning.







# European Environmental Bureau

eeb.org

Thanks for listening!

#### Keep in touch



@Green\_Europe

@EuropeanEnvironmentalBureau





The EEB gratefully acknowledges the financial support from the LIFE Programme of the European Union. This communication reflects the organizers' views and does not commit the donors.