## Chat 2 November: Food Systems in European Agricultural Policy

If we include externalities in the pricing (flying, meat) it will change behaviour because more expensive. The challenge is to create global level playing field

Consumer research is one way of engaging with consumers. Did WUR explore innovative engagement models between consumers and other value chain actors, in which consumers had a greater say in food system decision-making? (e.g. citizenship models in which consumers negotiate about price, quality, investments)

Question: to Jo Swinnen- what key changes in trade policies (not just CO2-

focussed but focussed on trade +relations\* ) could actually help meet the agenda on 14bi. investments to be made, post C-19? As currently it looks like on the one end, trade systems meet the demands of donors who then on the other end need to invest extra billions in

helping to reduce poverty – partly caused by unequal trade relations. Is there any current research focusing on that question?

The main question about COVID is whether it are temporary effects than

well whether it will bring long lasting effects in the food chain

Embedding the voice of the consumer in an organization is a question of its own. It mostly depends on organizational culture whether consumer research falls on fertile ground. At WUR we do try to understand how this works in different types of organizations, including

agricultural input providers, ICT-based organizations and subsistence marketplaces. Feel free to reach out, if you like to know more.

You were saying that the highest emission sectors are also the most policy supported ones. At the same time the total production of food seems to be no longer the key problem.

What should this imply for agricultural policy? In't the key challenge to sustainable production practices also the most profitable ones?

To Jo Swinnen: Thank you for the comprehensive overview. The challenges and hortcomings in our food systems are clear, but what is the way forward to build more resilient & inclusive food systems at scale so we can really tackle the problem of malnutrition and poverty in an effective way? What should we prioritize or focus on first?

To Marijke: I was very surprised to learn from Marijke "....there is no international

institute for Fruits & Vegetables" What About WorldVeg with a history of 50

years in F&V?

Marijke: my point was that there is no CGIAR institute of fruit &Veg which for me illustrates the past limited attention for fruit&veg and strong focus on staples (and meat).

Marijke is right to put transformation at the heart of the food system challenges,

but do we know enough about the multiform animal called system change?

We all agree that this would require interdisciplinary research, but how often

do we really practice that? This applies also to the question how to strengthen

system resilience: without taking into account for what, where, what level, by whom and for whom one cannot provide an adequate answer.

Hi Marijke: let's better respect that there is more relevant international agricultural research beyond the CGIAR. Also the Dutch Foreign Aid should better respect this.