

Schweizer Bauernverband  
Union Suisse des Paysans  
Unione Svizzera dei Contadini



**Fritz Glauser**

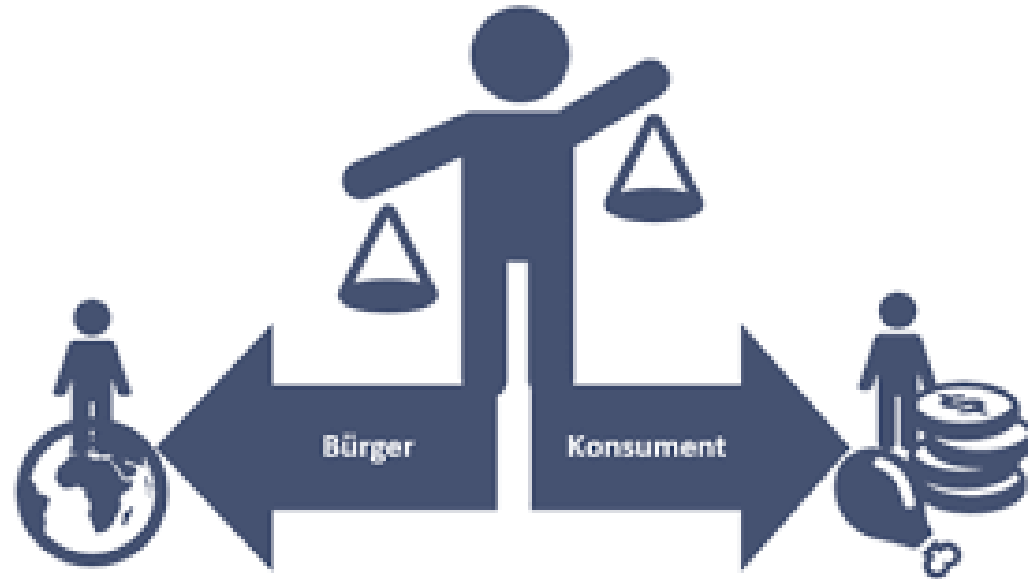
Vice President of SFU  
President of crop growers



# How to fulfil society's high expectations

# Society: Consumers or Citizens?

- Citizens want bees – Consumers want food
- Citizens want high standards – Consumers want low prices
- Citizens want food security – Consumers want choice



Paysannes  
& paysans  
suisse



Proximité

Pour vous.

Schweizer  
Bäuerinnen  
& Bauern



Begegnung.

Für dich.

Schweizer  
Bäuerinnen  
& Bauern



Erholung.

Für dich.



# Communication is key



Marken



Produkte



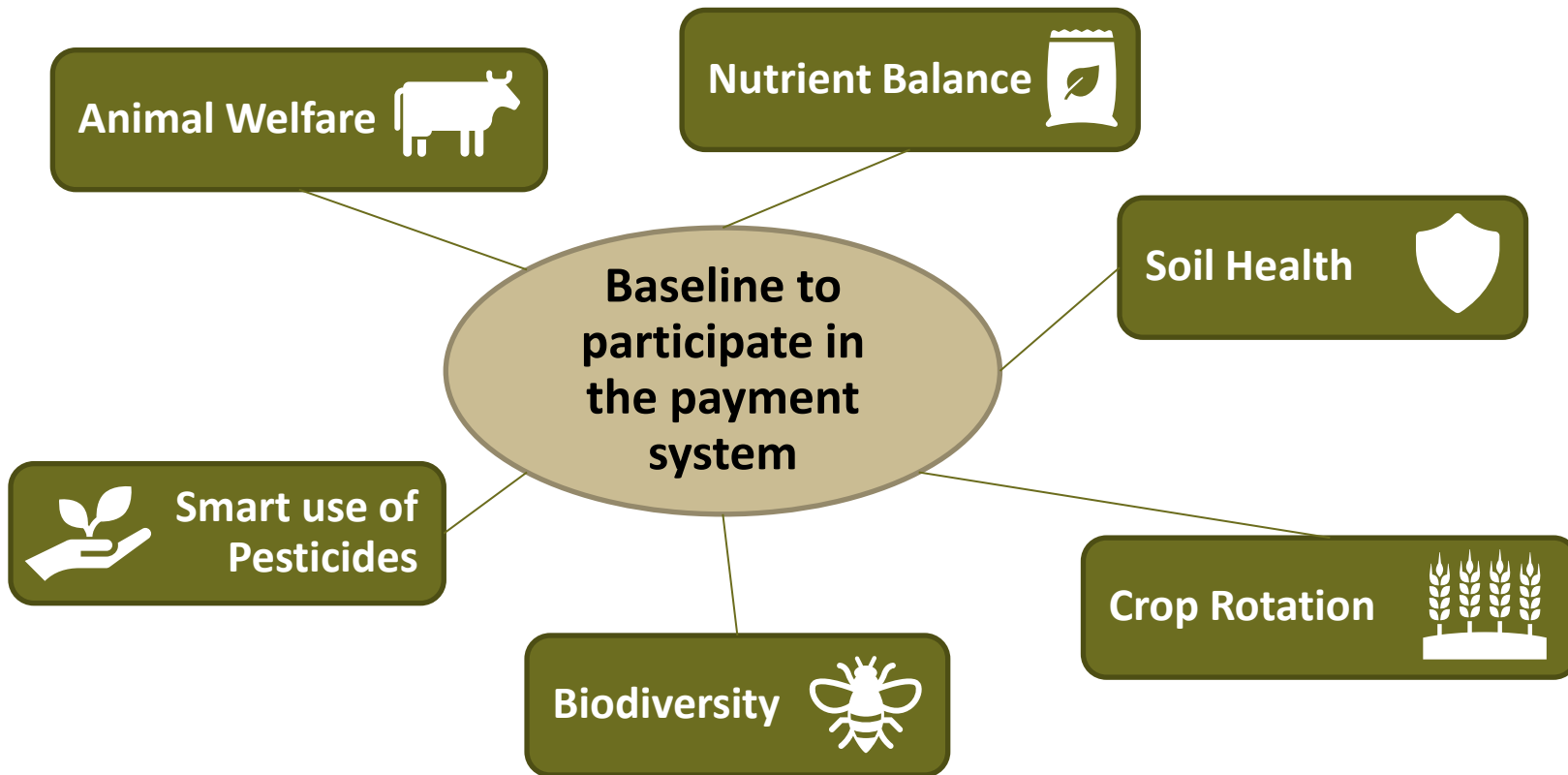
Basiskommunikation

Schweiz. Natürlich.

Schweizer  
Bäuerinnen  
& Bauern



# Agricultural Policy: Cross Compliance



# Agricultural policy: direct payment programs



Maintaining Land



Food supply



Biodiversity



Landscape



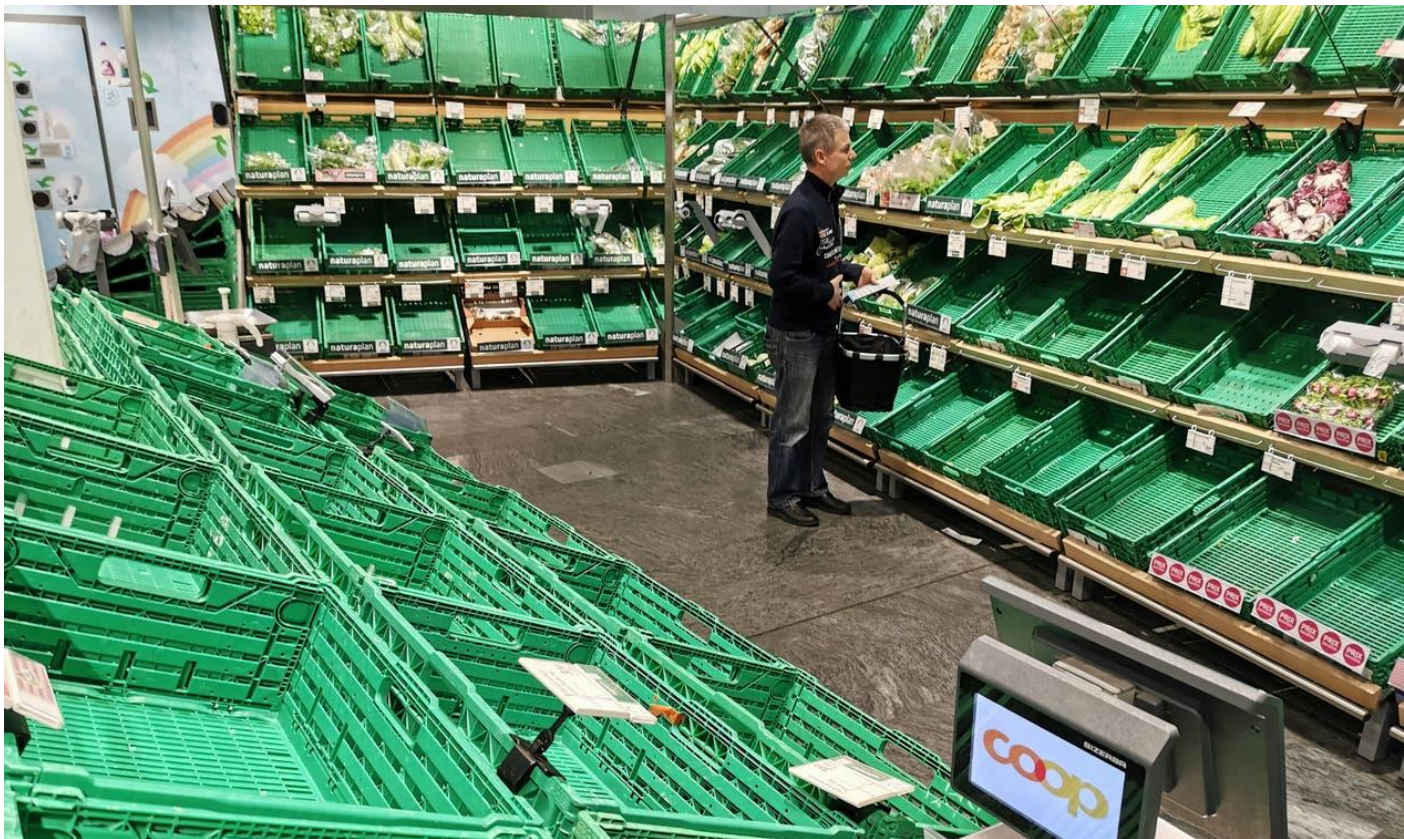
Production systems



Ressource efficiency

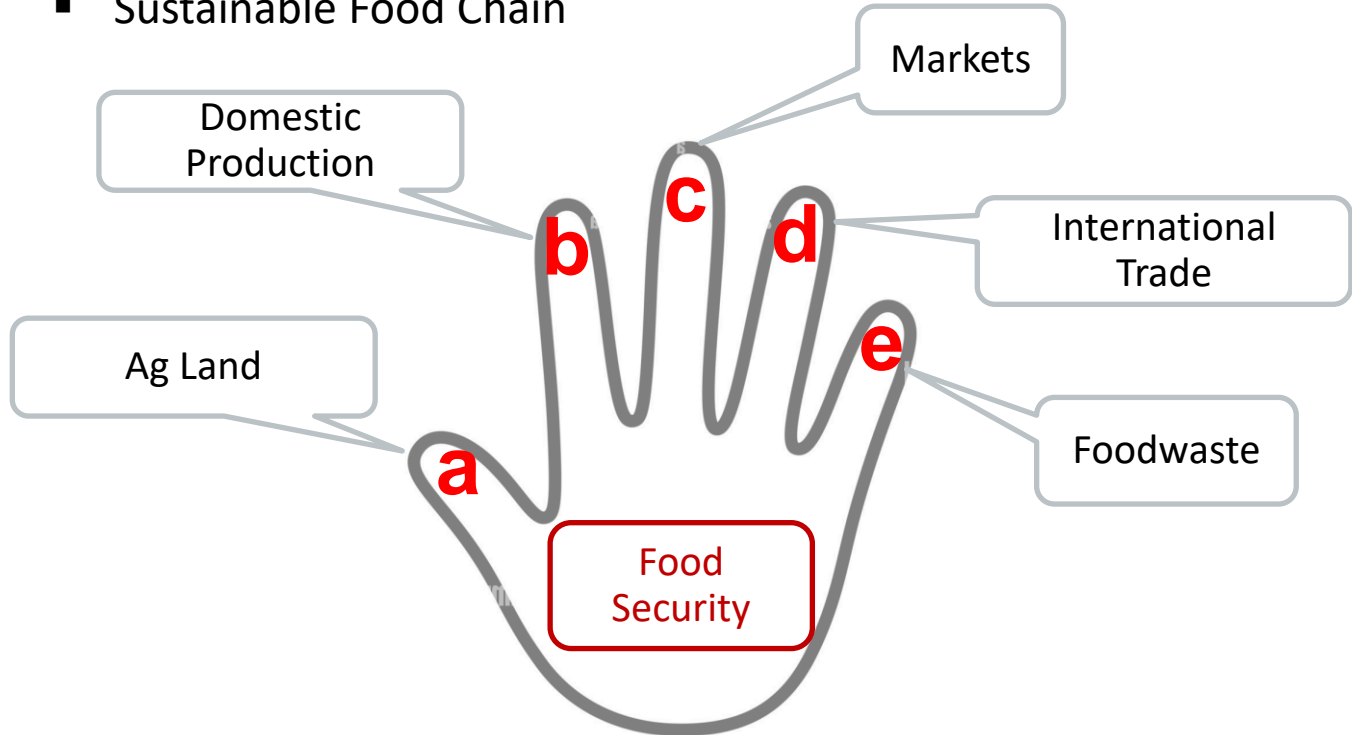


# Food availability is not self understanding



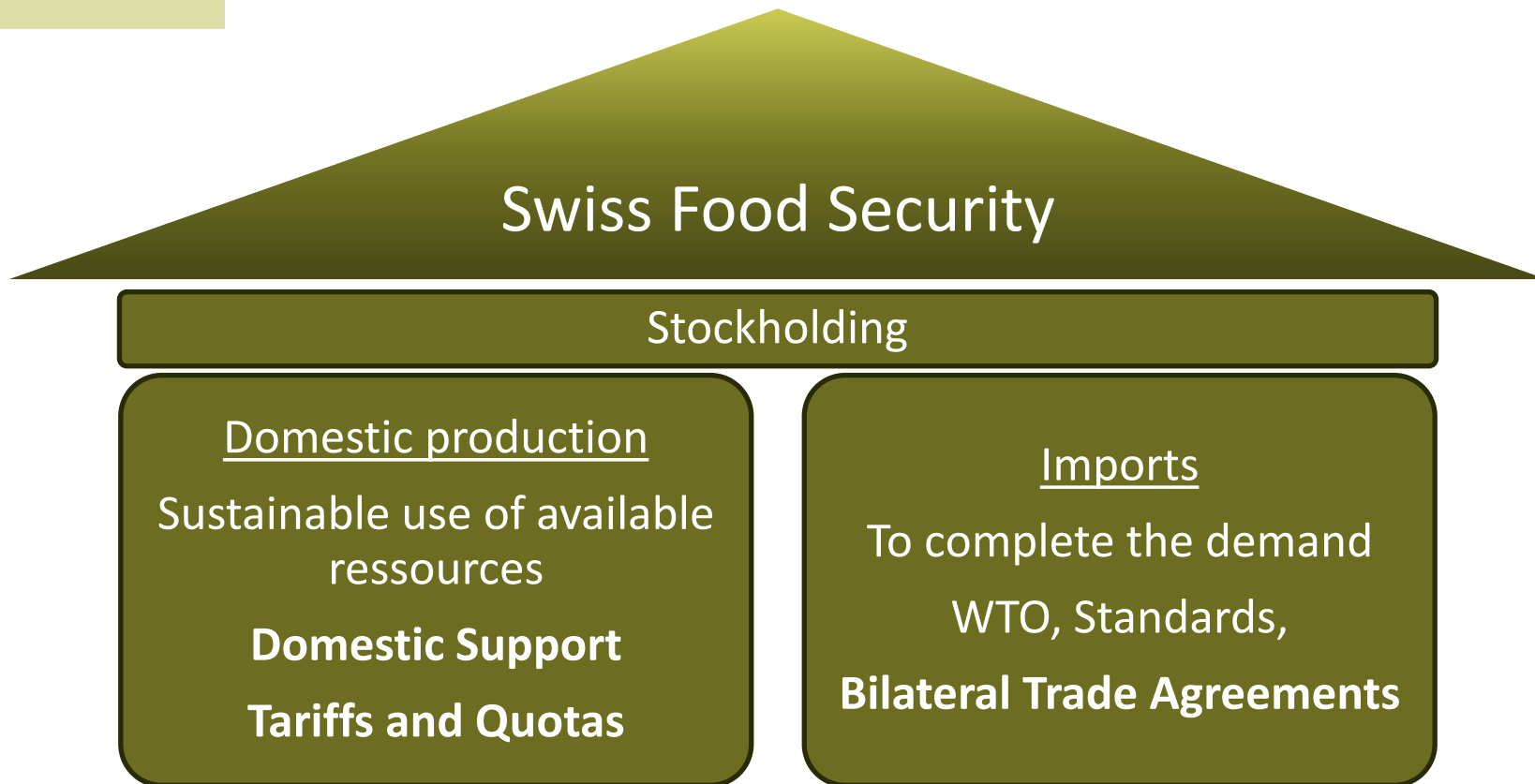
# Art. 104a Food Security: whole food chain

- Swiss «From Farm to Fork»
- Sustainable Food Chain





# Overall Food Supply Strategie



# Incoherent Popular Initiatives



# Path to the future

## What we want to deliver:

- Sustainably produced food and public goods
- Label production for higher expectations (IP, Bio-Suisse)
- Feasible increase of resource efficiency and reduction of environmental impacts

## What we expect:

- Coherent policies in favor of sustainable food production
- Fair prices and transparency in the value chain
- Remuneration of the full costs of public goods
- Citizens and consumers must act coherent





# Many thanks for your attention

In view of the many threats to global food security, including most recently the war in Ukraine:

Farmers of the world launch an urgent appeal to governments and other decision makers to take food production seriously and avoid measures that will damage food production.

