



**LE POUVOIR
D'AGIR**

L'association des
consommateur·rice·s

Sustainable agriculture: Where are the needs of Consumers?

FÉDÉRATION ROMANDE DES CONSOMMATEURS

Christophe Barman | Chairman | August 15th, Interlaken



Indispensable

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Independent

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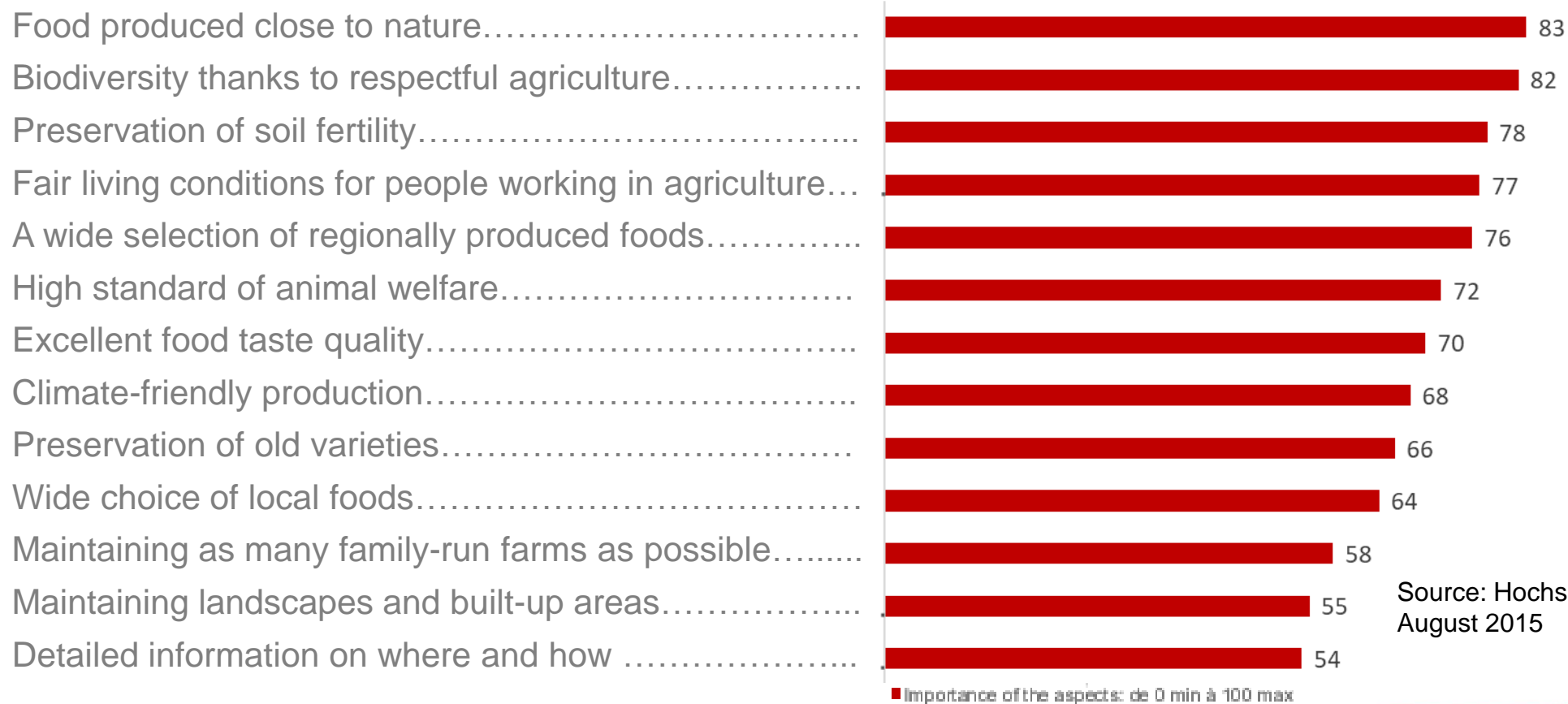
Our mission

- INFORM
- DEFEND
- MOVE THE LINES

For **sustainable and transparent** consumption



Swiss agriculture: where are the needs ?



Source: Hochschule Luzern
August 2015

FRC's vision on agriculture

Key thoughts on this vision :

- **Food sovereignty** : consumers must be able to choose their food according to their own criteria
- **Local products**: attachment to products that are local and easily traceable
- **Maintaining a diversified Swiss agriculture**: to be taken into account in the **free** exchange agreements
- **Price**: act to reduce the margins of intermediaries, but remunerate producers fairly

→ **Consumers are attached to Swiss agriculture, but it does not yet meet their expectations**



FRC's vision on agriculture

In order to meet the expectations of consumers, Swiss agriculture must...

... **become more sustainable**: produce more natural and transparent food,

... **become more resource-efficient**: conserving soil and water resources by not using industrial production methods,

... **become less dependent on synthetic pesticides**: these are problematic for the environment and consumer health (cocktail effect)

... **remain GMO-free**: for cultivation (moratorium) and for animal feed,

... **promote animal welfare**: limit the number of animals per farm, fewer antibiotics and transparent labelling of animal husbandry.



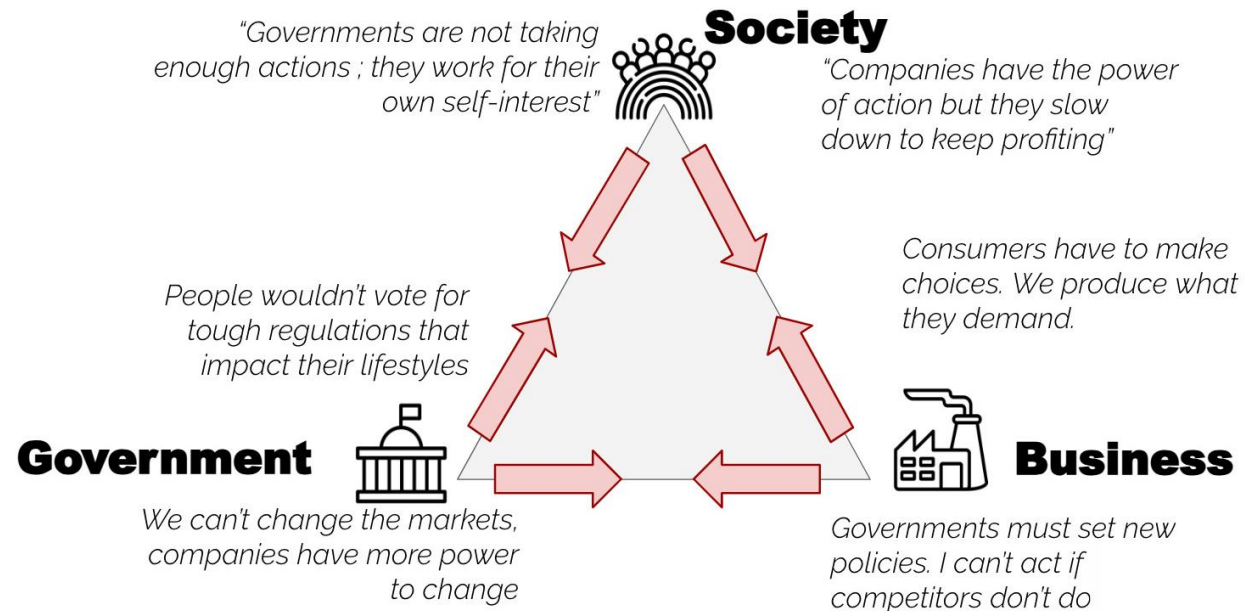
FRC's vision on agriculture

In order to respond to consumer expectations, agricultural policy must...

-ensure the **preservation of multifunctional Swiss agriculture**, especially when negotiating free trade agreements,
- reorient the **direct payment system** in such a way that sustainable services are promoted,
- ... Gradually replace **synthetic plant protection products**, starting with the most problematic ones, and reform the control and authorization system,
- provide **more support to farmers converting to organic farming** in order to increase the area under organic cultivation and to make organic products available to more consumers,
-provide **more funding for public agricultural research** to strengthen conventional seed selection that produces seeds adapted to local conditions and to develop alternatives for pesticide-free cultivation,
- ... regulate **new genetic modification techniques**.



Overcoming the triangle of inaction



Switzerland as a leader in sustainable agriculture?

- Public awareness of sustainability and proximity to nature
- Significant purchasing power
- Capacity for innovation



- Lack of transparency
- Political blockages
- Power of economic lobbies



Thank you for your attention... and your
consum'action!

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