



NEXT

YOUNG CONSUMERS FOR EUROPE

**DAYS
2020**

**“Humans as consumers in a global ecosystem –
present and future of our food production”**

**“NEXT generation Agriculture - Let’s make
farming become a climate protector!”**

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01

Things we want to be banned

- Import of cattle food from other continents (transport by plane)
- Factory farming of animals (preventive antibiotics)
- Subsidies for environmental unfriendly and climate change driven farming (monocultures, pesticides)
- Lobbying by the pesticide industry



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02

Things to be implemented/ subsidised/made obligatory

- Holistic management of grazing animals (cows, sheep...)
- Farmers can hold only as many animals as they can grow feed for them
- Set a minimum size of crop fields
- Introduce tree/bush/green etc. lines between fields for wildlife corridors
- Sustainable practices: e.g. regenerative agriculture



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03

Increase the marketshare of sustainable, environmental friendly and ethically produced food products

- Making sustainable products cheaper than unsustainable products
- Stop subsidizing conventional farming that harms our environment/climate and only support financially sustainable food production
- Economical concepts: Common weal (common well-being) economy& balancing (concept by Christian Felber <https://christian-felber.at/buecher/die-gemeinwohl-oekonomie/>)
- Solidarity farms
- Community gardens
- Urban gardening projects



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04

Education about food cultivation

- School gardens, school composting
- Climate change and sustainability training in school curriculum as well as seasonal regional crops/produce education
- Health and environment warning billboards for meat like with other drugs
- Expand the incredible edible project in cities <https://www.incredibleedible.org.uk/>



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05

More information for consumers – Helping consumers choice

- „real costs“ of any product (consequential cost due to the damage on climate and environment) & ability to pay for “real costs”
- Mandatory & easy to understand labels: e.g. traffic light
- Barcode/QR code: that can be scanned to receive much more detailed information
- EU-wide standardized labeling to reduce the vast number of fair trade/sustainable labels



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06

Label Criteria

- Farming practice: conventional, organic, regenerative
- Labor conditions
- Transport
- Information on origin of production and ingredients/material

