

# Agri-food vision: A good start but mind the gaps!

EuroCommerce, representing the European retail and wholesale sector, views the European Commission's [Vision for Agriculture and Food](#) as a starting point towards shaping the future of our agri-food system. However, the association urges the Commission to better acknowledge change requires the entire food chain to work together.

*"Mind the gaps! The Vision for Agriculture and Food mainly focuses on farming, neglecting the other crucial links in the chain, such as retailers and wholesalers, who play a vital role in delivering high-quality food to consumers and businesses at affordable prices. If we want a more competitive EU agri-food chain, we need a full team effort from the entire value chain and the decision-makers,"* said Christel Delberghe, Director General of EuroCommerce.

The Vision emerged from the Strategic Dialogue on the Future of EU Agriculture, published in September 2024. Yet, EuroCommerce notes that the necessary spirit and understanding of cooperation, as well as the need to mobilise investment for a more competitive, resilient and sustainable agri-food chain is not carried through the Vision. Within the current geopolitical environment, a strong, united Europe with a true and robust Single Market should be a top priority.

The association highlights concern over the missed opportunities the Single Market offers agriculture and food. The Vision misses out on the importance of aligning with consumer expectations and the push toward healthier and more sustainable diets. EuroCommerce believes the Commission should ensure every part of the food chain can invest, operate efficiently amidst a higher frequency of controls, and duly consider the impact on the Single Market of country of origin labelling.

EuroCommerce also expresses disappointment over the European Commission's indicated intention to propose amendments to the Unfair Trading Practices (UTP) Directive before completing its evaluation. *"It is disheartening that the Commission is pre-empting the outcome of the ongoing evaluation. We need an evidence-based assessment of existing rules and consideration of all initiatives that can really help farmers, including a well-functioning Single Market,"* Delberghe remarked. With simplification high on the EU agenda, a competitive agri-food chain needs practicable, evidence-based regulation that delivers to farmers and is sensitive to the implications for consumer prices and choice. As the relevant evidence will only be available at the end of 2025, the effectiveness of further rules remains uncertain.

EuroCommerce urges the Commission to adopt a more comprehensive, forward-looking approach to the sector, one that unites all stakeholders across the agri-food value chain, considers demand, and ensures that the EU food system is competitive, sustainable, and resilient in the long run.

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For more information:

Webpage: [Retail and wholesale in the agri-food supply chain - EuroCommerce](#)

Article: [A shared prospect for farming and food in Europe: The path forward - EuroCommerce](#)

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