

A call to action

Making sustainable and competitive EU
agriculture a reality

EU ambition is welcome



The **EU Startup and Scaleup Strategy** aims to “create a dynamic ecosystem where bold vision and calculated risk-taking are encouraged...”

The **EU Vision for Agriculture and Food** notes that “to reap the benefits of...innovations, an enabling regulatory framework in the EU is needed.”

But today's complex and rigid regulation

- ❖ Blocks innovation
- ❖ Delays market entry
- ❖ Imposes unnecessary burdens
- ❖ Restricts farmer access to essential tools
- ❖ Hinders productivity

Simplifying EU rules is critical to



- Improve farmer access to effective tools
- Create pathways to market for innovative products
- Strengthen agri-food competitiveness
- Enable strategic autonomy
- Enhance the Single Market

EBIC calls for



- Regulation that enables innovators who respect essential quality and safety requirements
- A criteria-based process for new micro-organisms in plant biostimulants
- Normal REACH requirements for fertilising products
- An animal by-products framework that is fit for the Circular Economy

The EU should take its own advice
Be bold and take calculated risks