

This approach places farmers, rural life, and their livestock at the centre of the livestock sector's development. The aim is to improve the quality of life in rural areas by revitalising and optimising the potential of agriculture.

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Key Policy Recommendations

Revitalisation of Rural Communities	Transform the livestock sector to revitalise rural communities by maintaining strong agricultural dynamics.
Autonomy for Farmers	Provide farmers with greater autonomy in running their farms, leading to diverse forms and ways of functioning.
Delivery of Ecosystem Services	Farmers are expected to deliver ecosystem services and are rewarded for doing so.
Diversification of Farming Systems	Envisage an overall diversification of farming systems, including non-livestock products and services.
Integration of Livestock and Cropping Systems	Increase mixed farming systems with the integration of livestock and cropping systems where appropriate.
Value Retention by Farmers	Enable greater shares of value to be retained by farmers, especially through on-farm transformation for smaller farms.
Improvement of Quality of Life for Farmers	Improve the quality of life for farmers through autonomy in decision-making, better organisation of work, and risk-sharing mechanisms.
Territorial Heterogeneity	Create a more heterogeneous landscape with better embedding of farms in local environments.
Extensification of Regions	Regions become less specialised due to relative extensification of farming systems.
Re-localisation of Processing Industries	Partial re-localisation of processing industries and shortening of food value chains to retain more value close to places of food production.
Increase in Local Processing Cooperatives	On-farm processing and small processing cooperatives increase, fostering collaborations between farmers and local processors.
Focus on Domestic Markets	Greater focus on supplying domestic European markets rather than international trade outside of Europe.
Decrease in Consumption of Livestock Products	Decrease in consumption of livestock products due to higher costs of small-scale production and increased awareness of animal production.
Shift towards Conscious Consumption	Create a more conscious consumption society with higher-quality, local livestock products and increased consumption of vegetables, pulses, and livestock protein substitutes.
Role of Traditional Retail	Decrease in the role of traditional retail, with a rise in importance of local forms of food distribution such as direct off-farm sales, farmer markets, and home delivery.
Emphasis on Shorter Value Chains	Shorten value chains to emphasise local and regional production and distribution, with remaining supermarkets serving as retail spaces only.

Questions for Discussion

- 1. How can the transformation of the livestock sector revitalise rural communities while maintaining strong agricultural dynamics?
- 2. How can farmers be incentivised to deliver ecosystem services, and what mechanisms can be put in place to reward them for doing so?
- 3. What are the potential benefits of partial re-localisation of processing industries and shortening of food value chains?
- 4. What are the benefits and challenges of increasing mixed farming systems that integrate both livestock and cropping systems?
- 5. What strategies can be employed to promote conscious consumption society with higher-quality, local livestock products and increased consumption of alternative protein sources?

Notes
