

**GAIA EPICHEIREIN** develops significant activity supporting the Greek farmers and agri-cooperatives, providing information, policy support and services that allow them to become more sustainable and competitive while making the most out of EU and national financing tools.

A key parameter for the development of our services and activities is the alignment with European and international developments affecting the primary and agri-food sector. Particular emphasis is placed on the course of the **Common Agricultural Policy (CAP)**, the basic framework of reference and support for all representatives of the primary and agri-food sector of the EU as well as for national authorities.

In the context of the systematic Communication & Information activities that we develop, the effort to inform the country's agricultural world and all interested parties in relation to the developments and the available support tools for the CAP today and in the future is included.

Currently (2024-2025) we're implementing the Information Measure **COOPinCAP "Cooperation for Sustainable Agriculture"** with the support of Directorate-General for Agriculture and Rural Development.

The aim of the project is to inform rural stakeholders and the wider public about **the role and tools of the CAP in terms of cooperation to achieve sustainable economic**, environmental and social development in the EU agricultural sector.

**COOPinCAP** will develop information and communication actions in relation to the CAP but from the perspective of developments concerning cooperation.



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# Cooperation for sustainable agriculture



## Focus of the COOPinCAP project

The “COOPinCAP – Cooperation for sustainable agriculture” Information Measure aims at raising awareness among stakeholders and the general public on the CAP’s cooperation related objectives and measures as an efficient means to achieve balanced economic, environmental and social sustainability in the EU agricultural sector.

“COOPinCAP” is going to inform farmers, stakeholders active in rural areas, policy makers and the general public with a particular focus on young people in urban areas on the main CAP’s policy tools. Mainly, the focus arising within the context of both Pillar I and Pillar II in order to foster cooperation, while showcasing linkages with the relevant CAP Specific Objectives and namely the Cross-Cutting Objective of “fostering knowledge, innovation and digitalization in agriculture”.

The thematic targeting of the Information Measure aspires to:

- Increase awareness among the Agricultural Community when it comes to the power of different forms of cooperation supported by CAP encouraging the best use of relevant available policy tools within the programming of the National Strategic Plan
- Contribute to improve knowledge and understanding among farmers, young farmers and other stakeholders active in rural areas as well as among policy makers on the complex and not always evident linkages of cooperation related policy tools and thus contributing to a more efficient programming and implementation of the National Strategic Plan
- Improve knowledge of the general public with a particular focus on young people in urban areas supporting the sustainable transition of food production systems, ensuring food security and long-term resilience and tackling environmental and social challenges.



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## Activities COOPinCAP

Communication and dissemination activities planned within the framework of the “COOPinCAP” Information Measures.

**National Congress entitled “The power of cooperation - a catalyst to attain CAP sustainability objectives” organization.** The Congress will be articulated around thematic sessions that will cover the core key themes and messages of the Information Measure, focusing on role of cooperation.

**EU Informative Session “The power of cooperation: myths, facts, best practices”** will be organised in Brussels, in collaboration with EU-level representative entities in the agriculture focusing in horizontal cooperation across the EU.

**Digital Workshop on Operational Groups.** The workshop will highlight the relevance of Operational Groups within the new CAP 2023-2027 framework, discussing how they align with and contribute to the specific objectives of the CAP.

The **‘StudentCOOP’** initiative will directly engage university students with the Common Agricultural Policy (CAP), particularly focusing on horizontal cooperation, contributing to bridge the knowledge gap and demystify the complexities of agricultural policies.

The **‘OpenCOOP’** interactive on the spot-visit approach addresses the critical need to inform farmers on the benefits of horizontal cooperation.

**Op Ed articles.** The articles are going to bring under focus different policy & on the field aspects of CAP’s support and policy instruments linked to cooperation, their interlinkages with other objectives and policy tools

The creation of the **“Myths and Facts about Agricultural Cooperatives”** publication is driven by the need to address widespread misperceptions around horizontal cooperation between farmers and namely around Agricultural Cooperatives.

Cookbook **“Let’s Cook and Coop with Geographical Indications”.** Dishes with the most iconic food & beverage PDO and PGI Greek products produced by Agricultural Cooperatives/Producer Organisations will be presented through creative recipes.



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## What is CAP?



The Common Agricultural Policy (CAP) is the framework adopted by the EU for a common, unified agricultural policy for all EU countries. Its formation and management are carried out at the European level and its financing comes from EU budget resources.

The CAP was established in 1962 and is constantly evolving to respond to changing economic conditions and the demands/needs of producers and consumers. The new CAP 2023-27 entered into force on 1 January 2023.

### Why there is CAP support?

- Lower income compared to non-agricultural income
- Strong dependence on climate and geopolitical factors
- Time gap between consumer demand and producers’ ability to meet it.
- Preservation of rural areas/landscapes, environmental protection
- Sustainable production of safe and quality food

### How the CAP supports the farmers?

- Income support - direct subsidies
- Market support measures
- Rural development measures
- Traceability and labeling of food
- Funding for milk and fruit distribution programs in schools

### How the CAP responds to consumer needs?

- Strict EU food quality and safety legislation
- Adoption of quality regimes -PDO-PGI indications
- Promotion and support of organic food production
- Promotion and support of collective schemes - Producer Groups



### The CAP responds to the triple challenge of sustainability

- Ensuring production volume and economic efficiency.
- Protecting natural resources, mitigation and adaptation actions to climate change
- Preservation of the rural area, renewal of generations, production of safe, healthy, and high-quality food



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