

TOWARDS A FAIR, HEALTHY AND ENVIRONMENTALLY FRIENDLY FOOD SYSTEM: ADDRESSING COMPLIANCE WITH EUROPEAN UNION REGULATORY AND NON-REGULATORY MEASURES

This 5-year, €7 million information programme provides enhanced data and knowledge to developing and emerging countries, covering EU policies, regulatory and non-regulatory measures, standards and market trends that have a potential impact on the competitiveness, market access and trade dynamics of agricultural value chains linked to the EU market. AGRINFO is funded by the European Union. Its overall aim is to contribute to improved food quality and safety, and to increased sustainability of food and agricultural production, in developing and emerging countries.

AGRINFO aims to ensure that EU policies and measures, as they evolve under the EU Green Deal and Farm to Fork strategy, provide benefit to developing and emerging economies, while avoiding any unforeseen negative consequences for agricultural production or export to the EU market, or the externalisation of social and environmental harm as EU Member States apply stricter internal practices and controls.

AGRINFO will:

- Identify and monitor EU policies, regulatory and non-regulatory measures, standards and market trends in agriculture and agrifood that have a potential impact on competitiveness, market access and trade dynamics in partner countries
- Generate and disseminate accessible, regularly updated digital information on conditions and requirements – environmental, social and economic – for EU market access and competitiveness
- Capture evidence of the evolving impacts of these conditions and requirements on agricultural value chains in developing and emerging economies
- Contribute to information sharing and engagement among stakeholders to ensure better understanding of the potential implications and opportunities of new policy and legislation, and to inform policymaking and standard-setting processes
- Offer targeted information on demand, to inform the design of strategies and actions to minimise or mitigate negative impacts, and to leverage opportunities



AGRINFO addresses several EU policy areas including:

- [Farm to Fork strategy](#)
- [Forest strategy for 2030](#)
- [Biodiversity strategy for 2030](#)

- [Sustainable blue economy](#)
- [Due diligence \(proposed legislation\)](#)

AGRINFO also builds on initiatives on [Digitalisation for the Benefit of the Environment](#) that aim to harness digital tools to reach the EU's environmental and climate goals, through a digital transition that is fair and inclusive, leaving no-one behind.

What is covered?

The scope of activities will be broad, covering all key policy, regulatory and non-regulatory areas that could have an impact on production, business and trade in agricultural value chains, with an emphasis on high priority areas such as SPS and sustainability-related policies and measures.

While the focus is on the agrifood sector, agricultural products destined to non-food industries (e.g. cosmetics, biofuels, textiles) may be also covered on a demand-driven, case-by-case basis.

Although not the primary aim of the intervention, sustainability-related changes to trade agreements between the EU and partner countries¹ will also be monitored, notably the EU Generalised Scheme of Preferences, sustainable development provisions in bilateral trade agreements, and any measures to reinforce Green Deal objectives in trading relations.

The specific objective is to provide enhanced information to developing and emerging countries covering EU policies, regulatory and non-regulatory measures, standards and market trends that have a potential impact on competitiveness, market access and trade dynamics of agricultural value chains linked to the EU market.

Who will benefit?

Direct partner beneficiaries:

- Competent Authorities at national/regional level in partner countries, including relevant sector line ministries as well as official controls, and national SPS Committees
- Business membership organisations (BMOs) and national farmer organisations in partner countries and the EU

Indirect partner beneficiaries, in partner countries and the EU: local and international consumers; rural communities; private sector operators (including MSMEs and small-scale growers) in agricultural value chains from production to retail; national/regional technical working groups; public-private stakeholder platforms; certification and standard-setting bodies.

COLEAD will work closely with the European Commission's Directorate-General for International Partnerships (DG INTPA), other EU DGs, EU delegations, and key private sector representatives (including industry associations) to establish bridges with Competent Authorities at national, regional and global levels.

The AGRINFO programme aims to provide the information needed for better coordination between all players in agricultural systems, at all levels, including international and national policymakers, and public and private stakeholders in agricultural value chains in partner countries.

¹ Partner countries are defined as low-income, lower-middle income and upper-middle-income economies, categorised according to the [DAC List of ODA Recipients](#).