Catalan Food Strategic Plan
2021-2026

A roadmap for a strategic industry
**Food** lies at the **intersection** between **agriculture**, **health**, **the environment** and **consumers**. The way these fields and their stakeholders interact is the way in which we shape our future.

**Catalan Food Strategic Plan 2021-2026**

An interdepartmental and cross-industry instrument to build a healthy, resilient, sustainable, safe, and universally accessible food System, which lays the Foundation of Catalonia’s National Food Agreement.
Plan structure

The Plan features

4 dimensions
10 strategic objectives
20 strategic lines
55 initiatives

... implemented through:

301 actions
106 Transformative actions
96 Instrumental actions
(classified in 3 fields)
99 Specific actions
CATALAN FOOD COUNCIL

Agricultural Cooperativism
Third Sector
Public Administration
Professional Associations
Business Sector

4 technical working groups
Plan methodology

1 year of intense and collective work by all stakeholders in the food value chain to achieve a consensus driven roadmap for Catalonia’s Food sector

1/ Technical diagnosis
Analysis of the current situation of the food industry and identification of strengths, weaknesses, threats and opportunities

2/ Strategic framework
Plan Strategic Definition (mission, vision and values) and identification of global challenges and strategic lines

3/ Operational framework
Definition and consolidation of initiatives and actions to be implemented

4/ Dashboard
Description of the governance framework and definition of PEAC’s tracking and monitoring KPIs

Cross-cutting advisory (Multidisciplinary group)

1 group 24 people

1/ Technical diagnosis
- 9 Work groups
- 220 experts

2/ Strategic framework
- 7 work groups
- 91 experts

3/ Operational framework
- 19 Work groups
- 131 experts

4/ Dashboard

- Themed participatory sessions
- Territorial participatory sessions
The participatory process was conducted in two stages:

**Prioritization of strategic lines**

- **7** Themed participatory sessions
- **355** people
- **49** institutions
- **354** proposals, useful to present amendments to the first proposal of strategic lines

**Deployment of actions in the territory**

- **6** Territorial participatory sessions
- **97** people
- **38** institutions
- **153** Action proposal
- **148** Good practices

- **69% of proposals** (406 proposals) were already partially or completely included in the starting document, but were useful to introduce amendments and nuances
- **15% of proposals** (88 proposals) were included in the document as new proposals
- **16% of proposals** (96 proposals) were not included in the document

(*) Including people who participated in this stage (107), those who sent proposals through participa.gencat.cat (78), the DARP professionals who participated in the pilot session (42) and those who completed the initial poll on objective prioritization (128)
Plan connection with SDG

Dimension 4. Healthy and reliable

Dimension 3. Fair, equitable and cohesive

Dimension 1: Sustainable, transformative, and based on circular bio-economy

Dimension 2. Local and rooted in the territory
Strategic Food Plan for Catalonia 2021-2026

MISSION
To articulate a competitive, integral and sustainable food system rooted in the territory and based on its diversity, producing accessible, healthy and high quality food acknowledged by consumers

VISION
To transform Catalonia into a model country in terms of food excellence, acknowledged and valued by all food value chain stakeholders, both nationally and internationally

WHICH FOOD SYSTEM DO WE WANT?

SUSTAINABLE AND TRANSFORMATIVE
- Mitigating the climate emergency
- Generating value and based on circular bioeconomy
- Oriented towards a greater degree of self-sufficiency

LOCAL AND ROOTED IN THE TERRITORY
- Facilitating the rooting of the population in the rural and maritime areas of Catalonia
- Powering food self-esteem

FAIR, EQUITABLE AND COHESIVE
- Fostering social sustainability and access to food
- Guaranteeing a fair and equitable value distribution among all food value chain stakeholders

HEALTHY AND RELIABLE
- Promoting healthy food habits
- Reinforcing healthy food habits

HOW ARE WE GOING TO ACHIEVE IT?

Creation of a food public procurement law
Support of a new regulatory framework incentivizing the transition towards sustainable models
Creation of the Agri-food Chain Observatory
Formalization of the Catalan Agency for the Official Control of the Food Chain
Creation of the collaborative ecosystem of the Research and Innovation Alliance FoodCat
Development of intelligent labelling to promote conscious consumption
Support local products’ online distribution networks
Definition of a new funding model for the Catalan Food System
Promote the digital and technological transformation of the agrifood system
Design an integral advisory program
Support business models based on circular bioeconomy
Support the organization, structuring and sizing of the industry

NATIONAL FOOD AGREEMENT
Main measures 2022

**Dimension 4. Healthy and reliable**
- Food channel
- Mediterranean diet promotion
- Inclusion in teaching plans

**Dimension 3. Fair, equitable and cohesive**
- IT tool for calculating production costs
- Normative provision laying down requirements for the correct balance of the food chain and structuring the sector

**Dimension 1. Sustainable, transformative, and based on circular bio-economy**
- Development of Law 3/2020 of Food waste and strategic plan
- Exports - economic support
- Digital transformation
- Sustainable farming regulation
- Shared infrastructures – econòmic support
- Support for Young people and entrepreneurs
- Women leadership
- National Food Awards
- New food strategy label
- GI promotion measures

**Catalan Food Law**
- SDG compliance self-assessment guide
- New comprehensive advice model
- Smart digital labeling
- New business models based on circular and cooperative economy
- Food HUB
- Food chain observatory
- INNOVA Plan
- Mediterranean diet promotion
- Support for Young people and entrepreneurs
- Women leadership
- National Food Awards
- New food strategy label
- GI promotion measures

**Dimension 2. Local and rooted in the territory**
✓ 12 PDO (excluding wine)
✓ 11 wine PDO + Cava
✓ 12 PGI
GI specific measures

Conclusions

Programme for the promotion of Catalan GI
Thank you