

# **The CAP and public health policy: why health is central to farm & food policy**

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# Summary

- CAP's origins are a mid C20<sup>th</sup> / post WW2 agenda:
  - insufficiency, social harmony, rural livelihoods
- C21st challenges repeat those with new priorities:
  - Environment was not a concern → climate change, H2O
  - Food & health now problem of over-, mal-, & under-supply
- Health provides a link in an emerging Ecological Public Health framework for public policy
- CAP could evolve into Common Sustainable Food Policy, a long-term vision which:
  - build on current EU policy developments
  - helps provide appropriate coherence at EU and MS levels  
new 'umbrella' with health at its heart
  - combines evidence-base with *realpolitik*
- *Civil society can help champion this vision* <sup>2</sup>

# 1. The context

# Macro-context in the 2010s

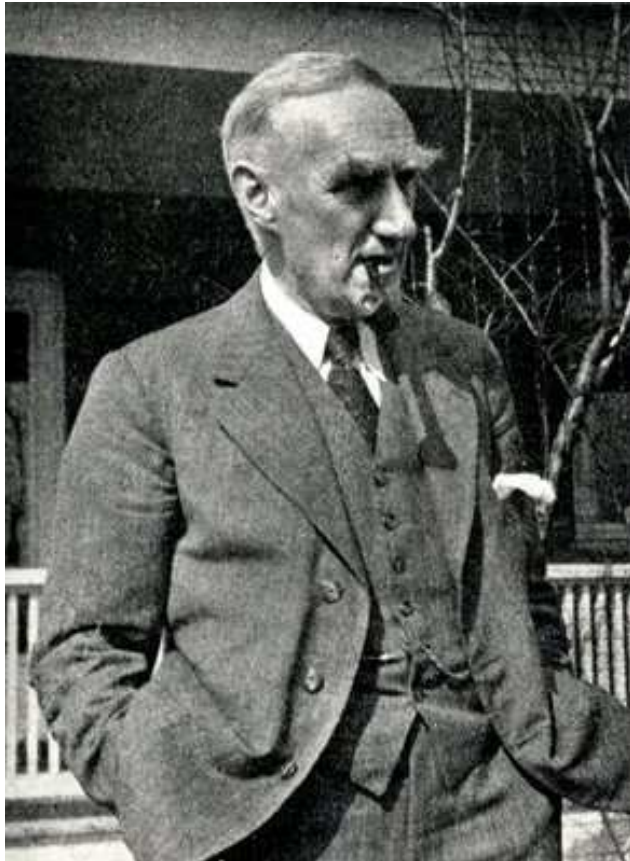
- A time of political uncertainties
  - Price volatility
  - Environmental challenges
  - Global food security concerns
  - Health crises: cost of NCDs
- So, this is a time to deliver new certainties:
  - Address complex evidence on food
  - Re-engage and win public appeal
  - Give an inclusive, long-term CAP perspective
  - Build on existing incremental change

# **CAP's origins are 1930s science: the Productionist Paradigm**

*Lang & Heasman (2004) Food Wars*

**Science + capital +  
distribution → output →  
cheaper food → health  
= progress**

# Linking food, health, income & justice



**John Boyd Orr  
(1880-1971)**  
public health researcher  
1<sup>st</sup> D-G of FAO



**Sicco Mansholt  
(1908-1995)**  
1<sup>st</sup> European Agriculture  
Commissioner for 1958-1972

## **2. 21<sup>st</sup> century CAP agenda**

# Food & agriculture must address the 'New Fundamentals'

- Climate change
- Fuel / oil / energy
- Water
- Land use
- Biodiversity
- Labour / work
- Population (9bn 2050)
- Urbanisation
- Affluence (BRICs +)
- Inequality
- Nutrition transition
- Rise of NCDs
- Healthcare costs
- Waste



# The 21<sup>st</sup> century policy agenda

- Global food security based on sustainability
- More food grown sustainably everywhere
- Total supply chain approach: farm→towns
- Reconnection of farms to health
- Food culture based around multiple values and goals
  
- This is the Ecological Public Health approach

# Some of this is already emerging across the EU

- *CAP 2013* and *CAP towards 2020* stress public goods but how...production or enviro?
- Sustainable Production & Consumption
  - Not much on food yet but companies are active
- EU 'brand': quality and integrity
- Food security: not yet big EU politics but is at global and MS levels
- Public health agenda: obesity, NCDs, safety
- Climate change agenda: a policy 'hotspot'
- Post Lisbon agenda: jobs and growth

# This means change for growers

<i>From ...</i>	<i>To ...</i>
Meat & Dairy (grain-fed)	Mainly grass-fed meat
Low fruit consumption	More orchards
Low vegetable consump'n	More horticulture
Declining biodiversity in fields	More variety in fields (not just at the edge)
Declining trees, woods & forests	More woods
Declining jobs and future	New purpose

# **CAP needs to provide this new policy framework**

## **The good news...**

- Revitalised agriculture
- New jobs
- Health gains
- Education & skills
- Urban-rural links
- Biodiversity

## **Difficulties...**

- Investment?
- Politicians?
- Food industry?
- Prices?
- Land owners?
- Consumerism?

### **3. EU politics can help**

**The currently slow integration  
of production and consumption  
must be accelerated**

# CAP and consumers

- Support for farming still strong  
(Eurobarometer 2009 59% want good quality, healthy and safe agric products)
- The public wants food without residues  
(Eurobarometer 2009 63% see pesticide residues as main concern)
- Yet consumer NGOs are historically anti-CAP
  - A tax on consumers (keeping food prices high)
  - A tax on the poor ('the poor pay more')
  - Scepticism about distortion in EU policies
  - CAP accounts for c 40% of EU budget
- This is changing....a new recognition:
  - Food price rises & Health

# Consumers need help to eat Sustainable Diets:

- Consumers:
  - Eat meat? Yes (nutrition). Grass-fed (ecology). Less (everyone)
  - Eat fish? Yes (nutrition). No (stocks). Better (MSC)
- Policy makers: should they...
  - separate guidelines for health, eco, social justice?
  - let consumers decide (choice vs. choice-editing)?
- Business:
  - How to incorporate this into prices?
  - Solution: separate 'issues' on supermarket shelves

# CAP and the environment

- Long haul to get environment on agenda
  - Progress since MacSharry (1992)
  - Pillar 2 a big advance; victory for NGOs
  - Environmental goods de-coupled from production
- But debate continues:
  - Productionist vs enviro?
  - Grow Pillar 2 or make agri-enviro apply to all funds?
  - Reduce or maintain Agri budget?
  - Food security vs biofuels (land use)?



# CAP and public health

- CAP has lost touch with health
  - 1957 goal was food security (ie partly health)
  - Regimes were indiscriminate eg dairy, cereals
  - It ignored fruit & vegetables (orchards )
  - Response to poverty was surplus food disposal
- 1990s was watershed: BSE, food safety
- Health challenges grow; responses are weak:
  - NCDs, obesity (over-consumption)
  - Limits to health education (EU role)
  - health not seen as part of sustainability

**4. CAP reform must address  
this complex ecological public  
health picture**

# New phase for CAP evolution

(after Crosskey 2011)

1. 1957-62: Creation of CAP
2. 1962-92: Stimulation of production
3. 1992-2003: Responding to international pressure
4. 2003-13: Decoupling + rural development
5. 2013-30: Sustainable food linking production and consumption

# New agenda is a food world of ‘poly-values’

<b>Quality</b>	<b>Social values</b>
<ul style="list-style-type: none"> <li>• Taste</li> <li>• Seasonality</li> <li>• Cosmetic</li> <li>• Fresh (where appropriate)</li> <li>• Authenticity</li> </ul>	<ul style="list-style-type: none"> <li>• Pleasure</li> <li>• Identity</li> <li>• Animal welfare</li> <li>• Equality &amp; justice</li> <li>• Trust</li> <li>• Choice</li> <li>• Skills (citizenship)</li> </ul>
<b>Environment</b>	<b>Health</b>
<ul style="list-style-type: none"> <li>• Climate change</li> <li>• Energy use</li> <li>• Water</li> <li>• Land use</li> <li>• Soil</li> <li>• Biodiversity</li> <li>• Waste reduction</li> </ul>	<ul style="list-style-type: none"> <li>• Safety</li> <li>• Nutrition</li> <li>• Equal access</li> <li>• Availability</li> <li>• Social status/ affordability</li> <li>• Information &amp; education</li> </ul>
<b>Economy</b>	<b>Governance</b>
<ul style="list-style-type: none"> <li>• Food security &amp; resilience</li> <li>• Affordability (price)</li> <li>• Efficiency</li> <li>• True competition &amp; fair returns</li> <li>• Jobs &amp; decent working conditions</li> <li>• Fully internalised costs</li> </ul>	<ul style="list-style-type: none"> <li>• Science &amp; technology evidence base</li> <li>• Transparency</li> <li>• Democratic accountability</li> <li>• Ethical values (fairness)</li> <li>• International aid &amp; development</li> </ul>

# Policy issues arising from this

- How to translate all into the business model?
- How to improve all these?
  - current policy relies on ‘trade offs’ or costing
- How to incorporate existing / new indicators?
- How to achieve supply chain ‘buy-in’?
- How to set priorities?
  - short term vs long term; immediate vs distant
  - political judgements (consumers do this daily!)
  - this requires a political ‘reality check’

# **5. Pressure from companies and Member States**

# Food companies begin to act

- International alliances:
  - 2002: SAI launched Groupe Danone, Nestlé, Unilever
  - 2009 (Oct 16): G30 top TNCs initiative Coca-Cola, Tesco, Unilever, News International
- Specific big food companies initiatives:
  - Unilever 2010, PepsiCo 50%-in-5 (years), etc
- Increasing use of ‘choice-editing’
- These actions have limitations:
  - It’s product specific, not overall diet
  - It’s big companies not all companies

# MS governments begin to act

- Sweden *Environmentally Effective Food Choices* (2009)
- NL *Towards Sustainable Production & Consumption* (June 2008):
- France:INRA-CIRAD sustainable food systems (2009-11)
- UK SDC → Defra *Food 2030*
- Finland *Food for Tomorrow* (2010)



# Evidence and reports:

- EU: SCAR 3 (2011)
- World Bank: IAASTD (2008)
- WEF: McKinsey (2010)
- UK: Foresight (2011), SDC (2011)
- Australia: Chief Scientist (2010)
- Academics: Wallace Winthrop (2009)

## **6. Why should CAP have a new Sustainable Food vision?**

# A Common Sustainable Food Policy

- Listens to evidence (evidence-based policy)
- Provides coherent framework to EU initiatives
- shares goals, from farm to mouth (& waste)
- Links 'big politics' to CAP positively
- Connects with major planetary challenges
- Reconnects agriculture to consumers
- Builds on existing trends and initiatives
- Relocates public health as core to CAP

We have much to do!

Thanks!

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