

ARC2020 – bringing producers,  
consumers and researchers together  
through good food and farming

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agricultural & rural convention

Initially set up as a multi-NGOs platform to influence the reform of the European Union's Common Agricultural Policy (CAP) between 2010 and 2013, the Agricultural and Rural Convention (ARC2020) is now itself an NGO. After a period of alliance-building and campaigning with several European NGOs and farmers networks on CAP reform, ARC2020 focuses on vision building, offering a space to regenerate public debate in Europe, while also drawing the public's attention to both controversies and narratives on future farming, food and rural policies.

# The ARC Communication 2010

A Communication  
from Civil Society  
to the European Union Institutions  
on the future Agricultural  
and Rural Policy



# ARC2020 2010-2014

- NO Pesticides in EFAs!
- Action camp in Wietze
- Speakerstour
- Seed Petition
- Bee action
- Seedball
- Go M.A.D.
- Good Food March



# Good Food Good Farming Campaign

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## What?

The Good Food Good Farming campaign was launched in 2012 to mobilise citizens to take action, and demand good food and good farming across Europe. The biggest action of the campaign to date was the [Good Food March](#). Organised together with the *European Milk Board*, *European Coordination Via Campesina*, *Friends of the Earth Europe*, *IFOAM EU Group*, *Meine Landwirtschaft*, *PAC2013* and *Slow Food*, the event saw farmers, consumers and young people from across Europe travel to Brussels (many by bike) for a day of action on September 19th. Throughout the campaign, a [photo action](#) is running which enables ANYONE to express their hopes and demands for the future of food and farming in Europe. Send yours to: [photo@goodfoodmarch.eu](mailto:photo@goodfoodmarch.eu)

The Good Food Good Farming campaign continues... Numerous actions have taken place and we will continue our work for better rural policies in the EU!

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Good Food Good Farming Photo Campaign

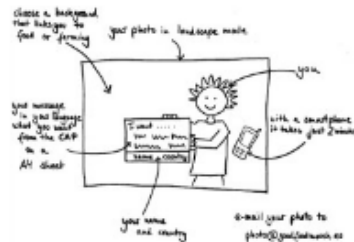
# CAP snap campaign

## –CAP SNAP Photo campaign

Posted on 1 November, 2012 by ARC in Recent updates // 0 Comments



The CAP SNAP photo campaign was a fundamental part of the Good Food March to Brussels in 2012. It was launched to allow anyone to send a message to EU politicians about the future of food and farming they want to see in Europe.

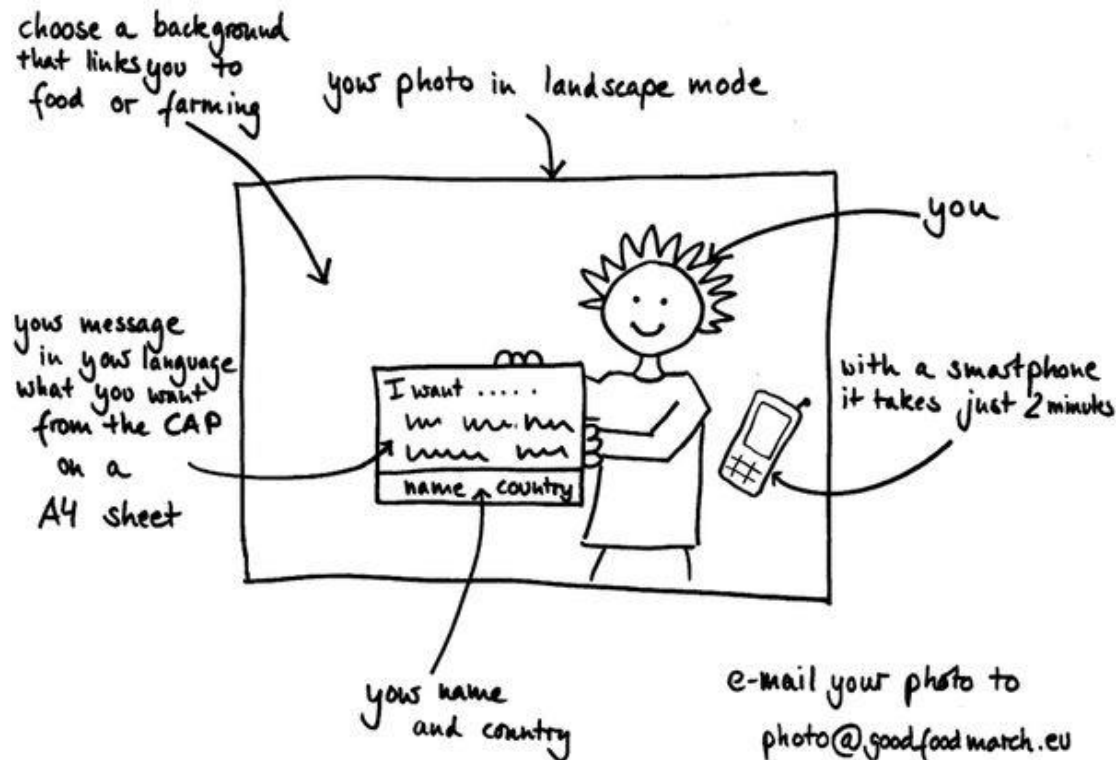


How to....

**The idea is simple:** Take a piece of A4 paper, write your message, add your name and country, find a great background...and click.

During the Good Food March **over 1000 photos** were collected from countries across Europe (and beyond). On 19 September 2012, the GFM Grande Finale in Brussels, the photos were presented to EU representatives responsible for the CAP reform in a **book of citizen testimonials**. This included EU Agriculture Commissioner – Dacian Cioloş and COMAGRI Chair – Paolo De Castro.

# CAP Snaps







**CAP THE CAP !**  
**WE ARE 4.000.000**  
**SMALL PEASANTS**  
**IN ROMANIA**

**WE WANT TO LIVE**  
**RAMONA FROM ROMANIA**





STOP  
LAND GRABING  
JUDITH\*  
FRANCE  
ROMANIA











## NEW:

EIP DOSSIER IN  
POLISH; FRENCH

September  
8<sup>th</sup> European  
Organic Congress  
"Implementing  
Innovative  
Ecological  
Solutions for  
Farmers and  
Rural  
Communities"


A European  
Innovation  
Partnership (EIP)  
dossier has been  
developed by  
**ARC2020.eu** and

**partners TP Organics and IFOAM EU.** As the CAP Rural Development Plans get finalised around Europe, this will prove to be **an invaluable tool** for organic and other agroecological approaches to agri-food.

# Speaking Tours

## Find out more about landgrabbing on our doorsteps

ARC2020 is organising a 10 day EU-wide Speakers' Tour on Landgrabbing in Romania. The tour will see two speakers from Romania travel to European capitals and cities between April 21 - 30th to highlight, debate and raise public awareness on the social, environmental and economic impact of large scale land acquisition by both, foreign and national companies.

- [Find all media coverage of the tour here](#)
- [Find more background on ARC2020 website here](#)
-  [Read a new report from ECVF and the Hands of the Land network here](#)

### Programme:

- 22.04.2013 Fontenay le Comte, near La Rochelle (Amitiés Fontenay Roumanie) Roundtable event
- 23.04.2013 Paris (Confederation Paysanne)
- 24.04.2013 Vienna (FIAN Austria) Globale Hunger nach Land
- 25.04.2013 Luxembourg (natur&mwelt) Conférence-débat: Farmers' Land in Farmers' Hand!
- 26.04.2013 Brussels (Demeter)  [Roundtable Discussion](#)
- 27.04.2013 Braives (Terre-en-vue)
- 28.04.2013 Berlin (Zukunftstiftung Landwirtschaft)
- 29.04.2013 Amsterdam (Transnational Institute) Land Grabbing: insights from Romania



# GO M.A.D.

## Civil society Goes MAD - EU Parliament votes

From January 2013, in the run up to the final EU Parliament vote on the Common Agricultural Policy (CAP), citizens from all over Europe contacted their MEPs as part of our [Go M.A.D. campaign](#) (Go Meet A Deputy) to talk to them about Europe's food and farming policy and ask them what kind of future they would endorse.

Following the European Parliament plenary vote on March 13, ARC2020 thought it was important to summarise the results and see whether the Parliament had supported citizens' demands for a green, fair and local CAP.

GO M.A.D.  
GO Meet A Deputy!



# No pesticides on Eco-Areas!

Ask your minister to save Ecological Focus Areas (EFAs) from pesticides! EFAs, the core of the Common Agricultural Policies (CAP) "Greening" are under threat! As the European Commission is writing into law the CAP's final texts, several exemptions and loopholes have surfaced. One loophole would permit the use of synthetic pesticides and mineral fertilisers on EFAs.

Take action today: [email your minister!](#)







# Ask your minister to save Europe's bees!!

**ASK  
YOUR MINISTER  
TO SAVE  
EUROPE'S BEES!!**



The European Commission has proposed a ban on the use of bee-harming pesticides (neonicotinoids) for an initial 2 year period. This move is a step in the right direction to save our bees and ensure good food and good farming in Europe.

During the first vote on this ban on March 15th 2013, no majority decision was reached by the national ministers for agriculture from the different EU member states.

On 29<sup>th</sup> April, the ministers are set to vote again in an attempt to reach a final decision.

You still have time to influence them. Below you can find the outcome of the first vote:

Abstention	In favour	Against
UK, FI, EE, DE, BG	SE, SL, PO, NL, LUX, FR, ES, DK, CY, BE, IT, LV, MT	SK, RO, PT, AT, HE, LT, IE, HU, CZ
120 votes	150 votes	80 votes

Find this text in other languages: IT - her - εὐρώπαια - itt - zde - aici - hierher - aqui - ici

## TAKE ACTION TODAY: email your minister!

If your country abstained, click on the link below to encourage your minister to support the ban! Silence solves nothing.

UK, EE, DE, BG, FI

If your country voted in favour, congratulate your minister for supporting the ban and to encourage them to stay on that course:

FR, SE, PL, NL, LUX, ES, DK, CY, BE, IT, LV, MT, SL

If your country voted against the ban, click on your country to convince your minister to change their mind!

SK, RO, PT, AT, GR, LT, IE, HU, CZ





# Good Food Good Farming 2015

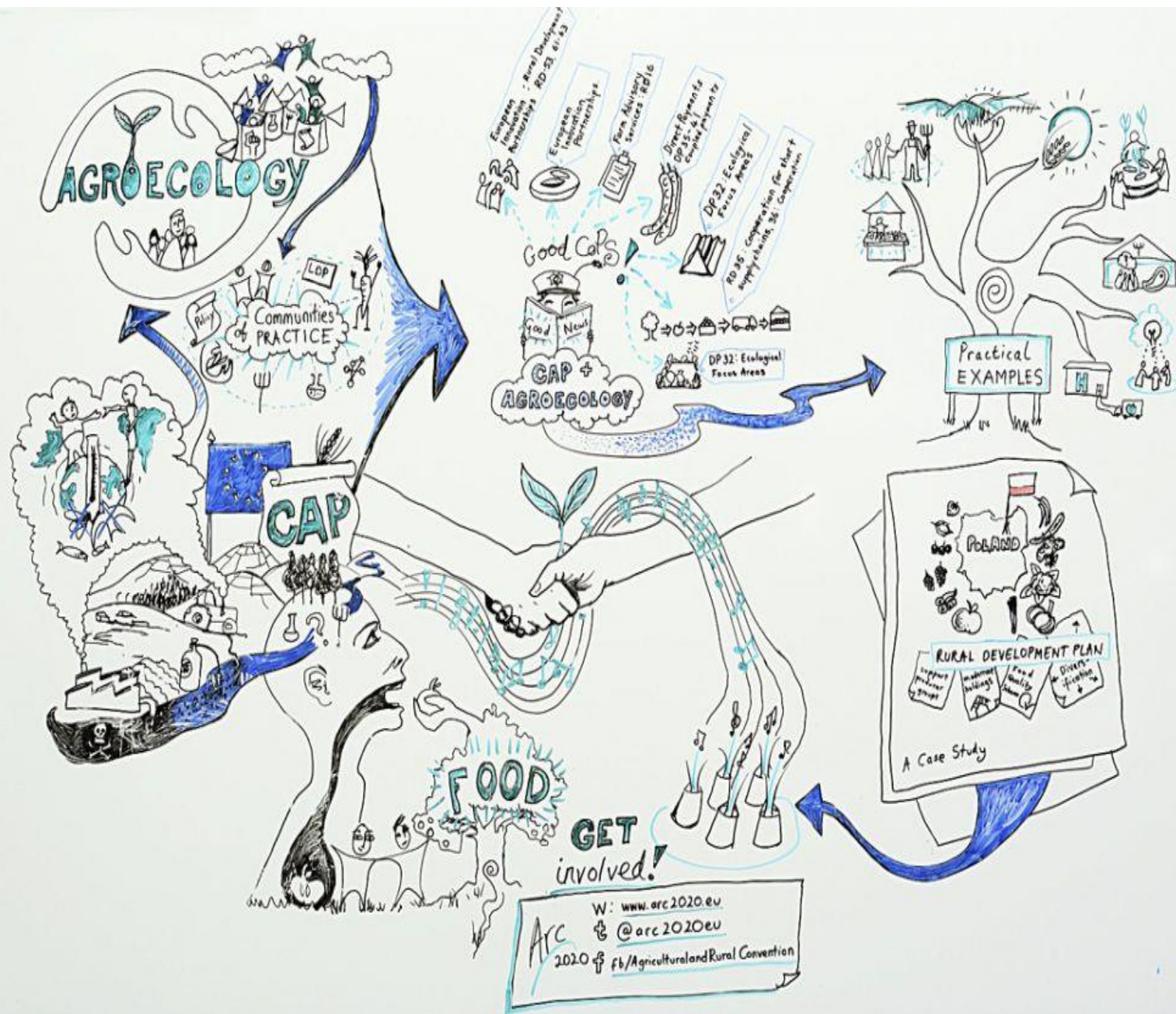


Good Food - Good Farming Conference



ARC2020

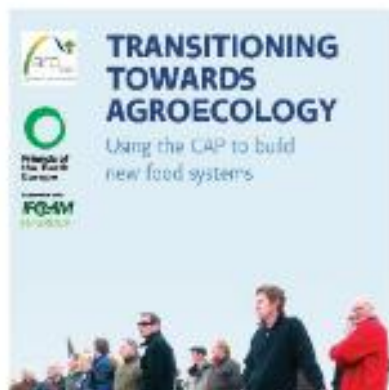




# Producer Consumer network Italy



Italy. The Slow Food Story of the Senni Valley Signora Pear.



English



French



German



Romanian



Greek

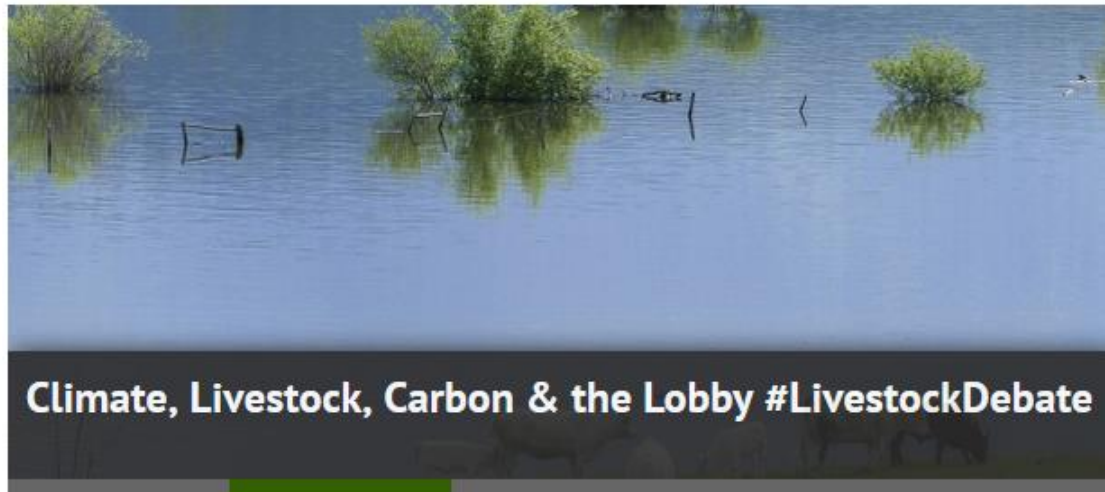


Polish



# 2016 Stakeholder debates

## ARC2020 Debate on Livestock



Is the way we farm animals and turn them into food part of the problem or the solution to the myriad of social and environmental issues we face today? This is the core question we will address here in a new livestock debate series here on ARC2020.

**Livestock – Climate Destroyer or Saviour via Soil?**



Our **debate opener on livestock** brings together Sustainable food, Climate Change, Morals and missing links.



# #LivestockDebate



*Contributions by Shefali Sharma, Sheldon Frith, Frank Armstrong,  
Olivier de Schutter, Hans Herren and Emile Frison.*

# CAP, HNV farming & research

## CAP – Europe's Common Agricultural Policy



CAPwatch



We reveal just how fair and green CAP

# CAP, research and Member States

Home » CAP – Europe's Common Agricultural Policy

## CAP – Europe's Common Agricultural Policy



**Lighter Shade of Green – CAP Fails in Germany & Beyond**

CAPwatch





# Soil, agroecology & research networks

## Soil in the EU – Institution Inertia & People Progress

Posted on 21 February, 2016 by ARC in Latest from key partners, Main stories // 0 Comments

*By Mario Catizzone; update with extra links added on 22/02/2016 at 23.24 GMT*

It is almost two years since the European Commission withdrew its proposal for a directive related to a Thematic Strategy on soil protection. This after eight years of fruitless negotiations for its approval.



# International Collaborations



**INSTITUTE  
FOR  
AGRICULTURE  
AND  
TRADE POLICY**



**Sustainable Food Trust**

*A global voice for sustainable food*



# www.arc2020.eu



A platform of agricultural and rural actors working together for  
good food, good farming and better rural policies in the EU

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To search, type and hit enter



**UK – Celebrating Soil through Food in Bristol**

## Tweets by @ARC2020eu

### Tweets by @ARC2020eu



-  **ARC 2020**  
@ARC2020eu
- .@Aughtyfarming any further info reports etc  
most welcome!
- 21m
-  **ARC 2020**  
@ARC2020eu







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# Facebook

 ARC2020 (Agricultural and Rural Convention 2020) 

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THIS WEEK

10,587  
Post Reach


653  
Post Engagement

1  
Sign Up

0  
Website Clicks

Timeline About Events Newsletter More





Non-Governmental Organization (NGO)


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3,706 likes +38 this week  
Ollie Moore and 263 other friends

10,587 post reach this week

See Pages Feed

 Status  Photo / Video  Offer, Event + 

 Write something...

 **ARC2020 (Agricultural and Rural Convention 2020)**   
Published by Arc Staff [?] · Yesterday at 6:47am · 

NEW and exclusive on #ARC2020 | Maps, and a Billion Dollar French #CAP Cash Crisis <http://ow.ly/J4EH300Akil>

# Twitter @arc2020eu



The image shows the Twitter profile page for @arc2020eu. The header features a banner image of cows and the profile picture, which is the ARC 2020 logo. The profile information includes the name 'ARC 2020', the handle '@ARC2020eu', a bio describing it as a platform for agricultural and rural actors, the location 'Europe', the website 'arc2020.eu', and the join date 'May 2010'. The statistics section shows 4,301 tweets, 979 following, 2,445 followers, 1,051 likes, and 1 list. The 'Tweets' tab is selected, showing a tweet from May 26 that says 'Great - and true - imagelb' and a reply to @Aughtyfarming. A 'Your Tweet activity' bar chart on the right shows a peak in activity around May 22.

**arc 2020**  
agricultural & rural convention

**ARC 2020**  
@ARC2020eu

A platform of agricultural and rural actors working together for good food, good farming and better rural policies in the EU

Europe  
arc2020.eu  
Joined May 2010

TWEETS 4,301 FOLLOWING 979 FOLLOWERS 2,445 LIKES 1,051 LISTS 1 [Edit profile](#)

**Tweets** Tweets & replies Media

In reply to SlieveAughty Farming  
**ARC 2020** @ARC2020eu · 48s  
- @Aughtyfarming any further info reports etc most welcome!

**ARC 2020** @ARC2020eu · May 26  
Great - and true - imagelb

**ALTER-EU** @AI TFRU

**Your Tweet activity**  
Your Tweets earned **23,085 impressions** over the last week

May 22 May 28  
[View your top Tweets](#)



# Thank you!

