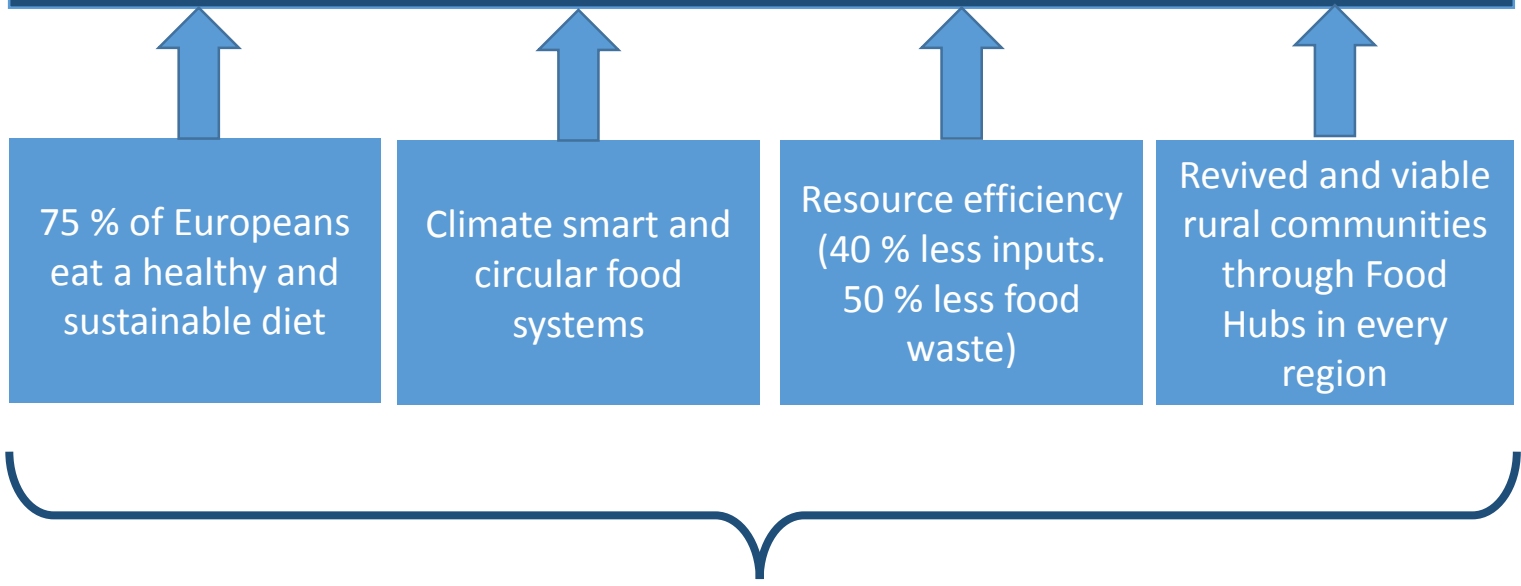# Sustainable Healthy: Europe's Future in Food

By 2030 75% of all Europeans will choose healthy and sustainable diets, provided through climate-smart, resource efficient, circular production generating 50% less waste and using 40% less resources. Building on Europe's great diversity and richness in food culture and production, citizens, producers and processors will be engaged to transform the food system to make it sustainable and to empower EU citizens to attain safe, healthy & sustainable diets

75 % of Europeans eat a healthy and sustainable diet	Climate smart and circular food systems	Resource efficiency (40 % less inputs. 50 % less food waste)	Revived and viable rural communities through Food Hubs in every region

75 % of Europeans eat a healthy and sustainable diet	To enable, encourage and empower consumers to attain a safe, affordable, healthy and sustainable diet in 2030, regardless of their cultural or economic position. Besides providing solutions to meet consumers' dietary needs and food preferences related to lifestyle and life stage, an active engagement of consumers is a prerequisite: the mutual trust between consumers and producers has to be regained.
Climate smart and circular food systems	Issues arising from climate change will make it more difficult to produce the food we need. Food systems need to become more flexible, dynamic and sustainable, through e.g. smart animal and plant breeding, blue and green growth, protein transition.
Resource efficiency (40 % less inputs. 50 % less food waste)	About one third of the food produced is currently lost or wasted and the way we produce foods today will be less and less competitive and sustainable in the future. We need to transform the current food production, processing, distribution and consumption to maximise the efficiency in the use of our resources and reduce waste.
Revived and viable rural communities through Food Hubs in every region	Rural communities are of outmost importance in Europe. Food has the power of building community through the social, emotional, enjoyment, and identity-related values related to eating. In addition, small and medium-sized enterprises represent 99% of the food and drink sector and are crucial in regional systems.

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Quality of Life

Exploiting synergies with non-food bio-economy

Smart animal and plant breeding

Sustainable consumption

Citizen centric, transparency and trust, affordable, economically viable

Regional production Systems

Connected Agriculture, Connected citizens

Blue and green growth

Transforming food production

Protein transition