

PRESS RELEASE

PFP FORUM 2025: From Field to Market: Unlocking the Competitive Edge of Primary Food Processing

Brussels, 30 April 2025 – Yesterday, 29 April 2025, Primary Food Processors (PFP) hosted a high-level discussion on the theme *“From Field to Market: Unlocking the Competitive Edge of Primary Food Processing”*, which highlighted both the crucial role of EU primary food processors, and their competitiveness challenges and opportunities going forward.

Primary Food Processors represent the link between agriculture and consumers, converting agricultural commodities into essential food ingredients, animal feed, and bio-based products that support the EU bioeconomy. As key players in the EU's food, feed, and industrial value chains, they are vital for food security, sovereignty, innovation, and rural economies. In light of increasing global competition, price volatility, and decarbonisation demands, this event addressed focused on how to ensure that EU primary food processing remains competitive.

Led by moderator Natasha Foote, the forum opened with the remarks from the PFP Presidency underlining the fact that *“Primary Food Processors help safeguard food security and sustain rural economies by linking millions of farmers to markets. But the road ahead is not without obstacles”*.

In response to the challenges that the PFP sectors face, Wageningen Economic & Social Research presented the results of the [PFP competitiveness study](#), highlighting the strengths, weaknesses, opportunities for, and threats to, primary food processing. The Wageningen researchers – Michiel van Galen and Virág Szijjártó – highlighted the contribution of the sectors, including as an outlet for farmers, processing around 250M tonnes of agricultural raw materials, and contributing to 1.2 million jobs, including over 137,000 direct jobs. They underlined that low profit margins make Primary Food Processors sensitive to external factors while the pressing need to decarbonise and increasingly complex EU legislation pose multiple challenges to the continued efficient operations.

DG AGRI's Fabien Santini pointed to the European Commission's upcoming simplification package that will address policies outside of the CAP that create unnecessary burdens for farmers and the food industry.

Afterwards, DG ENER's Tom Howes underlined how the EU is supporting industrial decarbonisation through the Clean Industrial Deal but recognised that certain specificities of primary food processing may need to be taken into account by EU policies.

There followed an animated discussion which also included Patrick Pagani, Deputy Secretary General of COPA-COGECA, and Christophe Lescroart, Member of the PFP Board, and a closing Q&A with the audience.

“It is imperative that we work together to leverage our collective expertise and resources to drive progress and build a brighter future for all” stated Christophe Lescroart, on behalf of PFP.

ENDS



The Vital Link in the Food Chain

About Primary Food Processors:

Primary Food Processors (PFP) is an organisation representing the primary food processing industry in the EU.

For more information, visit www.pfp-eu.org.

Primary Food Processors of the EU (PFP) is composed of:

European Association of Sugar Manufacturers ([CEFS](#))

European Cocoa Association ([ECA](#))

European Flour Milling Association ([European Flour Millers](#))

European Vegetable Protein Association ([EUVEPRO](#))

European Vegetable Oil and Proteinmeal Industry ([FEDIOL](#))

European Starch Industry Association ([Starch Europe](#))