



Agricultural Policy

Agricultural Policy 2030+: ***New Market Interventions Instead of Simplification***

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At a glance

- Agricultural Policy 2030+ expands government control over agricultural markets instead of simplifying agricultural policy.
- Measures such as binding target agreements and increased market monitoring increase the administrative burden but do not raise farm incomes.
- economiesuisse rejects the proposal and calls for a fundamental overhaul.

The draft of the Agricultural Policy 2030 (AP30+) misses an opportunity to strengthen the competitiveness of Swiss agriculture and simplify agricultural policy. Instead, it further expands government control over agricultural markets.

economiesuisse rejects the proposal in its current form (link to the statement). The new instruments increase the administrative burden along the entire value chain without contributing to long-term improvements in agricultural incomes in the market. While the approaches toward greater digitization, results-based direct payments, and certain simplifications in enforcement are a step in the right direction, However, these elements are overshadowed by new market interventions. As a result, the bill fails to meet its own objectives: it neither simplifies agricultural policy nor improves the economic prospects of farms.

Goal-setting must remain voluntary

Under the new proposal, the federal government would set goals, targets, and deadlines for agreements within the agriculture and food industry. If the goals are not met, the Federal Council could declare the agreements generally binding or incorporate their provisions directly into regulations. This would effectively eliminate the voluntary nature of the agreements. Companies could be subject to obligations they never helped negotiate. This particularly affects food manufacturers. At the same time, this would create a way to introduce new rules without parliamentary debate. From economiesuisse's perspective, the goals must be defined by the industries themselves, and participation must remain strictly voluntary. The federal government can coordinate and provide support, but it cannot dictate terms.

Market Watch: More Reporting Requirements Without Added Value

The bill significantly expands government market monitoring. In the future, prices, price-determining factors, and value-added effects will be additionally tracked at all stages, from intermediate inputs to consumption. In addition, industry and producer organizations must report their target prices along with the calculations used to derive them. This creates additional administrative burdens for businesses and government agencies. In some cases, sensitive business information may also have to be disclosed. However, the additional data provides no benefit to producers' incomes. economiesuisse considers the current provisions to be sufficient.

Pressure from Parliament shapes the Federal Council's proposal

AP30+ represents a troubling trend that has been emerging for several years: Government intervention in agricultural markets is increasingly seen as the solution to every problem. Examples in the current bill, in addition to the instruments mentioned above, include the reference price for milk used for cheese production, the declaration of standard contracts as generally binding, and the expansion of self-help measures. Parliament also bears responsibility for the increasingly dense regulatory framework and the steadily rising government influence in agricultural policy. In recent years, it has rubber-stamped legislative initiatives that call for additional market interventions. Taken together, these measures distort price formation, increase dependence on government support, and, in the long term, weaken the competitiveness and adaptability of the entire agricultural and food sector.

Greater Focus on Competitiveness, Entrepreneurship, and Innovation

Additional bureaucracy and government price controls will not lead to a sustainable improvement in agricultural incomes. Productivity, innovation, and entrepreneurial freedom for farms are key. A competitive domestic processing sector, as an important sales channel, is also crucial to the system.

economiesuisse is therefore calling for a fundamental revision of the bill. We need simplification, not even more red tape. We need to eliminate market-distorting instruments, not introduce additional interventions. We need more flexibility and individual responsibility throughout the entire value chain.



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