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TALK WITH US



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The Portuguese Confederation
of Farmers presents:



THE COMMON AGRICULTURAL
POLICY, AGRICULTURE AND
HEALTHY EATING

CAP

AGRICULTORES DE PORTUGAL

Confederation of Farmers of Portugal



About the project

CAP4ALL is a project developed by the Portuguese Confederation of Farmers, and funded by the European Commission.

CAP4ALL objective is clear: to teach children (between 6 to 12 years old) about what is the Common Agricultural Policy (CAP), how important CAP is for our European society and how CAP contributes not only to our everyday lives, but also to the planet Earth's future.

In order to reach CAP4ALL objective, we expect to count with all schoolteachers on conveying CAP4ALL key messages, which will allow to educate children while contributing to well-informed future European citizens.

About the Common Agriculture Policy, it dates back to 1962. As a matter of fact, CAP is considered as a founding policy of the European Union. Due to its complexity, and in order to capture the attention of children, CAP has been personified into a mascot, which will be the main element of CAP4ALL communication campaign.

The CAP mascot will be speaking in first person at all moments and will focus on speaking out to children CAP contributions to the European society.

The communication campaign will focus on the following eight key messages, adapted to children from 6 to 12 years old.

Key messages

The eight key messages of CAP4ALL are related to CAP main contributions to European citizens.

CAP contributes to:

Availability of affordable food | Food quality
| Food safety | Animal welfare | Environmental
sustainability | Food waste | Social sustainability
| Territorial cohesion

To learn more about CAP4ALL
key messages, visit our website
at www.pac4all.eu

Portuguese Confederation of Farmers

The Portuguese Confederation of Farmers has been supporting the agricultural activity and the agri-food sector in Portugal since 1975. The main purpose of the Portuguese Confederation of Farmers is to help Portuguese producers to provide consumers and society in general with high quality, safe and sustainable food, in accordance with CAP principles and based on the application of the most modern agricultural techniques.

More information
available at
www.cap.pt