

# Support agroecology ! A choice for health, sustainability, and community

## Why choose agroecological products ?

**Agroecology is much more than a healthy and sustainable food production system.**

It is good for :

- **Health** : Agroecological products are grown without chemical pesticides or synthetic fertilisers, reducing the presence of harmful residues in food. Thanks to living, nutrient-rich soils, they offer tastier foods that are naturally high in essential vitamins and minerals. Studies show that these products help prevent chronic illnesses such as diabetes and cardiovascular disease, while also supporting both human and animal well-being<sup>1</sup>.
- **Environment** : Agroecology protects biodiversity by prioritising crop rotation, agroforestry, and the preservation of pollinators. It regenerates soils, limits erosion, and reduces water and air pollution. Inspired by traditional food systems such as the Mediterranean diet, agroecology employs climate-friendly practices and contributes to combating global warming.
- **Community** : By choosing agroecological products we all support local farmers and encourages fair agricultural practices. This strengthens the local economy, creates jobs, and ensures decent working conditions. Moreover, agroecology focuses on price transparency and accessibility, enabling everyone to enjoy healthy, responsible food. The model also fosters solidarity and resilience in regions facing economic or climate-related crises.

### In summary :

Choosing agroecology means choosing food that's good for your health, the planet, and society. It is about joining a movement that values local knowledge, protects natural resources, and helps build a more just and sustainable future for all.

<sup>1</sup> This flyer provides an overview of research on agroecology, based on report D3.3 of the NATAE project, which presents a comprehensive review of the literature on the nutritional benefits of agroecology. The study is grounded in rigorous analysis of recent scientific articles (from the past 10 years) sourced from reliable databases and promotes a participatory approach involving both researchers and farmers.



Funded by  
the European Union



Federal Department of Economic Affairs,  
Education and Research (EAE)  
State Secretariat for Education,  
Research and Innovation (SERI)

This project is funded by the European Union under the Grant Agreement no. 101084647. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the European Research Executive Agency (REA). Neither the European Union nor the granting authority can be held responsible for them. For the associated partner in the NATAE project, this work has received funding from the Swiss State Secretariat for Education, Research and Innovation (SERI).



Transforming Agriculture in North Africa

North African Transition to AgroEcology



شبكة مبادرات الـ ١٢ بـ المغرب  
Réseau des Initiatives Agroécologiques au Maroc

## What is agroecology ?

Agroecology promotes biodiversity, regenerates soils, and prioritises local and seasonal products. Through farming practices that preserve the soil, limit water usage and enhance biodiversity, agroecology enables the sustainable production of healthy and flavourful food. It relies strongly on traditional know-how and values the work of local farmers, allowing them to earn a decent living from their profession. Agroecology addresses major challenges such as obesity, malnutrition, fair trade and environmental degradation. Supporting agroecological practices contributes to a healthier, fairer and more sustainable future for all.



## Key challenges & solutions :

- **Affordability** : Develop innovative pricing models to make agroecological products more accessible.
- **Lack of awareness** : Increase the number of community workshops and events to raise public understanding of agroecology.
- **Market development** : Establish effective public policies to support local farmers and promote sustainable agriculture.

## How can consumers contribute to the development of agroecology ?

- Favour products labelled “agroecological” or “local”.
- Support farmers’ markets and initiatives such as community gardens or community-supported agriculture (CSA) schemes. Purchasing their produce and building strong connections with producers helps maintain sustainable agriculture and strengthen the local economy.
- Buy directly from producers, join buying groups, choose seasonal products, and support local initiatives to make agroecology more accessible.
- Diversify sales points: By encouraging local shops to stock more agroecological products. Let’s take action to make sustainable food more widely available!



Raise awareness among your friends and family by sharing the benefits of agroecology, attending workshops, visiting farms, engaging with producers, and sharing knowledge with the wider public — become informed advocates. Your voice matters.

**Support local initiatives and join the movement!**