

ACTION



GUIDE



EUROPEAN DAYS OF ACTION



1.-31. OCTOBER 2026



#GoodFoodGoodFarming



OCTOBER, TIME TO MAKE NOISE!

Whether you're still exploring what the European Days of Action are about, or you've already registered your event, **this guide is your starting point**. It covers everything you need to organise a great event, take part in Breaking Food News, apply for a subgrant, and make the most of the campaign resources available to you.

There are **three core ways** to take part in the campaign:

1. [Organise a local event](#)
2. [Join the collective action: Breaking Food News](#)
3. [Use & share the communication resources](#)

A limited number of subgrants are also available to help you participate, with some additional conditions (read more about the funding conditions and how to apply [here](#)).



ORGANISE A LOCAL EVENT

Anyone can organise an event: an organisation, initiative, community group, farm, school, municipality, informal collective, or individual activist. There's no single format: events should reflect local priorities and communities while contributing to the campaign's shared European narrative. The events can be **online or offline**, but they **must take place in October**.

The common thread uniting all events

Examples of events include:

- Farm visits and open days
- Community meals and gardening activities
- Workshops, classes, exhibitions and public discussions
- Demonstrations and creative actions
- Markets and food festivals
- Film screenings

Ready to get started? [Register your event here](#), and it will be added to the Action Map so it becomes visible as part of the wider European mobilisation.

Already registered? Keep reading; the next pages walk you through Breaking Food News, subgrants and the full set of campaign resources so you can make the most of your participation.



BREAKING FOOD NEWS

A crucial battle over the future of food is unfolding in Europe – and Breaking Food News invites you to investigate what it means for farmers, communities and nature. Key policies, from the Common Agricultural Policy to deregulation initiatives, are being rewritten in ways that favour large-scale industrial agriculture – often dressed up as technical policy discussions. Breaking Food News invites you to investigate what this news really means for people on the ground.

Inspired by the format of a humorous television news bulletin, you're invited to create a short news report from your local event. Using humour, satire and evidence-based storytelling, your report uncovers one piece of the bigger picture – while showcasing the people already building fairer food systems.

STEP 1: CHOOSE YOUR INVESTIGATION

Choose one of the five investigations below that best relates to your event or your organisation's work. For further inspiration about these themes, read our [Campaign Messaging and Key Narratives Guide](#). **Then pick the headline** that fits your story. It's how your news report opens, the starting point.

Whichever investigation you choose, investigate what it looks like in your local context. Focus on the people, places and experiences that bring it to life, not the issue in general. Your report could include examples from your event or local area responding to the issue or solutions already making a difference.

1. The Food System Is Controlled by a Few Hands

From seeds and pesticides to processing and retail, a small number of companies control much of Europe's food system – and that



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market power also becomes political power, shaping the rules through lobbying and privileged access to decision-makers.

Headline options: “Farmers grow the food. Someone else set the price.” / “Hundreds of food brands. A handful of owners.” / “Today’s special: Record profits. Farmers not included.”

What could your report show? A farmer explaining how prices are determined; a local food cooperative or direct-selling initiative; independent food businesses creating alternatives; successful examples of shorter, fairer supply chains.

2. The Next Generation Wants to Farm. The System Says No.

Europe needs new farmers, but generational renewal isn’t happening: land is treated as a financial asset, incomes are insecure, and succession still favours people who already own property or come from farming families.

Headline options: “Wanted: Europe’s next generation of farmers. Land not included.” / “Europe is looking for farmers. Applications keep getting rejected.” / “Another farmer retires. The replacement never arrives.”

What could your report show? A young farmer trying to access land; a farmer approaching retirement without a successor; a community land initiative or training programme; conversations at your event about what would make farming a viable career.

3. Nature Protects Farming. Industrial Food Systems Are Destroying Nature.

Farming depends on healthy soils, diverse landscapes and natural



BREAKING FOOD NEWS

systems that make farms more resilient to drought, flooding and extreme weather. Industrial food production, with its monocultures, heavy pesticide and fertiliser use and imported animal feed, continues to damage the very systems agriculture needs to survive. Public money already helps some farmers protect these systems – through support for hedgerows, cover crops or reduced pesticide use – and that support is exactly what’s at risk as EU rules get rewritten in the name of competitiveness.

Headline options: “Nature protects farming. Industrial food systems are destroying it.” / “Farms need nature to survive. Industrial food systems don’t agree.” / “Bad guys are drowning or drying out our soils. Either way, farmers pay.”

What could your report show? An agroecological farm rebuilding soil through rotations, mixed farming, composting or agroforestry; a farmer explaining how public support helps them protect hedgerows, soil or biodiversity; a farmer reducing pesticide use through ecological pest management; a local example of environmental protections being weakened or defended.

4. Europe Produces Enough Food. Millions Still Can’t Afford It.

Not being able to eat well isn’t just about how much food Europe produces. It comes down to income, housing and energy costs, and whether nutritious, culturally appropriate food is actually available where people live. Public money is already part of the answer – funding school meals, public kitchens and local food strategies that put good food within reach – but the next round of EU farm funding decisions will decide whether that support continues, or gets stripped



BREAKING FOOD NEWS

speaking about the cost of eating well; farmers connecting directly with consumers.

5. Solutions Already Exist. They Need Room to Grow.

The alternatives aren't theoretical: farmers, schools, municipalities, cooperatives and communities are already producing and sharing food in ways that protect nature and keep more value local. The challenge isn't a shortage of ideas, but ensuring these approaches get the land, investment and political support to become the norm rather than the exception.

Headline options: “Another food system has been found. It wasn't missing after all.” / “The solutions already exist. Why aren't they the norm?” / “These aren't alternatives anymore. They are working solutions.”

What could your report show? A farm using agroecological practices or a community-supported agriculture scheme; a food council, food hub or public procurement project connecting local producers with schools and canteens; a school, municipality or neighbourhood transforming its local food system; people at your event imagining a better future.

STEP 2: FILM YOUR NEWS REPORT

- Keep it **30–60 seconds** long, and easy to understand
- Film **vertically**, **mobile camera** is enough
- Use an **external microphone** for consistent audio quality across the campaign
- Keep the image stable and the sound clear



BREAKING FOOD NEWS

3. EDIT YOUR NEWS REPORT

- Add the [intro](#) and [outro](#) clip to your video so every report opens and closes the same way
- Add English subtitles, even if your report is in another language, so it can be understood and shared across Europe

4. SHARE YOUR NEWS REPORT

- Publish your report through your organisation's own social media channels during the European Days of Action
- Upload the final video as well as the raw material to our [shared campaign folder](#) (click 'select files' > then upload) so it can be featured through our own social media channels too.
- Use the hashtags #GoodFoodGoodFarming and #BreakingFoodNews, and tag Good Food Good Farming on social media where possible
- Include a short caption explaining what your report investigates and why it matters locally
- Tag any farmers, organisations or initiatives featured

Whether your report reaches hundreds of people in your community or thousands across Europe, every contribution helps reveal the stories behind our food system!

For any questions, please contact:

kirch@goodfoodgoodfarming.eu



COMMUNICATION RESOURCES

An essential part of taking action is making sure our call for #GoodFoodGoodFarming is heard loud and clear. Here's a list of resources to inspire you and help you promote your action!

[Comms Toolkit](#): Ready-to-use assets to help you communicate consistently before, during and after the European Days of Action, including captions you can adapt to your own channels. It includes:

- Flyers
- Videos
 - Mobilisation video
 - Food justice video series: 5 short videos, released weekly, each uncovering one hidden contradiction shaping Europe's food system – connecting big European decisions to the local experiences behind them, and the people already building something fairer, with captions provided for every release
- Social Media Sharepics
 - Campaign launch
 - Save the date
 - Registration open
 - Apply for a Subgrant
 - Breaking Food News
 - Action Map
- Campaign Messaging and Key Narratives Guide: communication guidelines for the campaign and a large bank of evidence you can draw on – for your Breaking Food News videos, and for websites, newsletters, press materials, presentations, speeches and social media.

European Days of Action [website](#): The central information and mobilisation hub for the European Days of Action.



APPLY FOR A SUBGRANT

1. ABOUT THE SUBGRANTS

Good Food Good Farming is offering a limited number of subgrants of up to €850 to help organisations, initiatives and individuals cover the costs of organising a local event and taking part in the European Days of Action for **#GoodFoodGoodFarming**. The funding is intended to lower the barrier to participation, so that lack of budget doesn't stop a community, school, farm or activist from organising an event and contributing to Breaking Food News.

2. WHO CAN APPLY

Any organisation, initiative, community group, farm, school, municipality, informal collective, or single activist taking part in the European Days of Action can apply.

3. HOW TO APPLY

Indicate your funding request directly in the event registration form. You will need to tell us:

- how much funding you need (up to €850);
- how you plan to use it;
- why this amount is needed to deliver your planned activities.

4. WHAT THE FUNDING CAN BE USED FOR

Venue hire, materials and supplies, catering, transport, printing, an external microphone for the Breaking Food News report, and small honoraria for speakers.



APPLY FOR A SUBGRANT

5. SELECTION AND NOTIFICATION

Subgrants are awarded on a first-come, first-served basis or assessed against criteria (e.g. reach, need, geographic spread). You will be notified per email shortly after your registration if your grant application was successful.

6. REIMBURSEMENT

Grants are paid out as a reimbursement after your event. Once you've submitted your impact report and reimbursement form (see template in [Section 9](#)), you can expect payment within two weeks.

7. CONDITIONS OF FUNDING

If your application is successful, you commit to:

- organising a local European Days of Action event;
- filming and sharing a Breaking Food News report on social media;
- sharing the campaign resources provided on social media;
- uploading pictures of your event + Breaking Food News report to our shared campaign folder
- sending a letter to a local decision-maker, inviting them to your event OR explaining the campaign and the issues it highlights (see template in [Section 8](#));
- submitting a short impact report to Good Food Good Farming within two weeks of your event (see template in [Section 9](#)).

If the conditions of funding aren't fulfilled, the grant will not be reimbursed.



APPLY FOR A SUBGRANT

8. LETTER TO A LOCAL DECISION-MAKER

As a condition of funding, grant recipients send a letter to a relevant local decision-maker (for example a mayor, local councillor, regional official, or Member of Parliament). The letter should either:

- invite them to your event;
- explain the campaign and your local activity;
- outline the issues your event is highlighting;
- explain what the campaign stands for; and
- provide contact details for further engagement.

You're welcome to adapt the template below to your own voice and local context:

Dear [Name of decision-maker],

My name is [Your name], and I'm writing on behalf of [Your organisation / initiative] to invite you to [Event name], taking place on [date] at [location].

This event is part of the European Days of Action for #GoodFoodGoodFarming, a Europe-wide mobilisation bringing together farmers, communities, schools, municipalities and citizens every October to advocate for fair, healthy and sustainable food systems. As part of this year's campaign, we are taking part in Breaking Food News, a collective investigation into [issue / investigation title] and what it means for our community.

At our event, we will be [briefly describe your activity – e.g. hosting a farm visit / community meal / workshop] to explore this issue and highlight [what you'll be showcasing – e.g. local farmers, food initiatives, solutions already working in our area].

We believe this is an important opportunity to discuss [issue] with you directly, and would welcome your attendance and support. The European Days of Action stand for a food system that is fair for farmers, healthy for communities, and sustainable for the planet – one where public money serves public goods, where the next generation can access land and a livelihood in farming, and where the people already building fairer alternatives get the support they deserve.

We would love to hear from you and discuss this further. Please feel free to reach out to me at [email / phone number].

Looking forward to hopefully welcoming you at our event.

Best regards,
[Your name]
[Your organisation]



APPLY FOR A SUBGRANT

9. IMPACT REPORT & REIMBURSEMENT FORM

Within two weeks of your event, fill in the short Impact Report form and send it back to us – it takes just a few minutes and helps us show the collective impact of Good Food Good Farming across Europe.

Download the Impact Report form [here](#).

Download and fillout the Reimbursement form [here](#).



JOIN US!

For any questions, please contact:

kirch@goodfoodgoodfarming.eu

or alternatively

info@goodfoodgoodfarming.eu

#GoodFoodGoodFarming