



COMMUNICATIONS TOOLKIT

This toolkit will guide you through all the communications assets & guides we have prepared for you to mobilise for the European Days of Action 2026, including:

1. [Flyers](#)
 2. [Videos](#)
 3. [Social Media Posts](#)
 4. [Campaign Messaging and Key Narratives](#)
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1. Flyers

Flyers for you to print out for your event or to support your mobilisation beforehand.

- **Breaking Food News Flyer A4** ([download link](#))
- **General mobilisation Flyer A4** ([download link](#))

2. Videos

Find below different videos (6) we have prepared for you in different languages. We encourage you to translate the caption to your own language.

Use the **hashtags** → #GoodFoodGoodFarming #BreakingFoodNews

Tag us on → LinkedIn (@GoodFoodGoodFarming), Instagram (@gfgf_eu) and Bluesky(@gfgf-europe.bsky.social)

If you post on **LinkedIn** → please refer to our website

<https://goodfoodgoodfarming.eu/european-days-of-action-2026/>

1- General Mobilisation Video [download link](#) (EN) and suggested caption:

“What’s behind the food on your plate? 🌾

Across Europe, a few powerful companies and people in power shape decisions that affect farmers, nature and our communities. Farmers are not the problem—the system is designed to put corporate profit first.

During the European Days of Action 2026, join Breaking Food News to uncover the stories behind our food and show that fairer alternatives already exist.

- ➡ Organise an event: host a farm visit, community meal, workshop, market or public action.
- ➡ Investigate your local food system: reveal the stories that deserve more attention.
- ➡ Share what you find and join this collective action.

Together, we can change the conversation about food and farming—and demand policies that put people, farmers and nature before profit.

#GoodFoodGoodFarming #BreakingFoodNews”

2- Food Justice Video Series [download link](#) (EN,FR,ES,DE,NL) and captions:

Video 1: Who controls our food? (Release date: September 1st)

“What’s behind the meal on your plate? 🍽️

Follow your food backwards, from the supermarket shelf to the warehouse, the factory, the truck and finally the people growing it. 🧑🌾

But the story does not end at the farm.

A few powerful companies shape prices, land, supply chains and consumer choices. For every €100 spent on food, farmers receive just €6.90. At the same time, the next generation faces rising land prices, rejected loans and fewer opportunities to start farming.

If the people growing our food have so little say, who is shaping the system, and what does that mean for all of us?

- ➡ Watch the investigation and join the European Days of Action!

Investigate your local food system. Reveal the stories that deserve more attention and share what you discover using #BreakingFoodNews.”

Video 2: Why is it so hard to farm? (Release date: September 8th)

“Who gets to become a farmer? 🧑🌾 🧑🌾

Across most of Europe, more than half of farms have nobody ready to take over. Since 2007, Europe has lost almost 2 million farms.

This is not because people have stopped caring about farming. The next generation is ready to grow food, build community farms and create new ways of working. But land, money, infrastructure and political influence are often out of reach.

Meanwhile, small farmers work longer hours for too little income, while a few powerful interests gain more control over land and food production.

The next generation of farmers already exists. The question is whether we will make room for them.

- ➡ Watch the video, share the story and join the European Days of Action. Reveal the stories that deserve more attention and share what you discover using #BreakingFoodNews”

Video 3: The industrial promise is breaking down (Release date: September 15th)

“Cheap. Abundant. Convenient.” 🌾

That was the promise of the food system. But cheap for whom? Abundant for whom? Convenient for whom?

Around one in ten people in Europe still cannot afford a healthy meal every second day. Food prices are rising, almost a third of food is lost or wasted before it is eaten, and children are targeted by unhealthy food advertising online.

The system delivers convenience for some while pushing the costs onto people, farmers, workers, animals and the planet.

So why do we keep rewarding the same system?

➡ Watch the investigation and help uncover the contradictions behind the food on our plates.

Join Breaking Food News. Investigate your local food system and share what you find using #BreakingFoodNews.”

Video 4: Another food system is already growing (Release date: September 22nd)

“Community-supported agriculture. Seed banks. Agroecological farms. Food councils. Free school meals. Food social security.” 🏡🍌

Across Europe, people are already building food systems based on cooperation, healthy food, shared knowledge and care for nature.

These are not distant ideas or untested experiments. They are real initiatives creating change in communities today.

So why are they still treated as the exception, while industrial food production continues to receive most of the investment and attention?

A fairer food system is not only possible. It is already taking root.

➡ Find a local initiative, share its story and join the European Days of Action.

Together, we can help solutions grow from the margins into the mainstream. #BreakingFoodNews”

Video 5: Why are we still investing in the past? (Release date: September 29th)

“Every year, public money helps decide which kind of farming survives.” \$\$\$

When support is linked mainly to the amount of land farmed, the biggest farms receive more, while smaller and more diverse farms struggle to compete. Public funding continues to support a food system dependent on imported feed, synthetic fertilisers and fossil energy.

At the same time, powerful agribusiness companies lobby decision-makers, fund research and help shape the rules that govern food and farming. When only a few voices are in the room, the same interests keep winning.

But food systems are designed. That means they can be redesigned.

Public money should support farming that protects nature, strengthens communities and provides healthy food for everyone.

➡ Watch the video, investigate who shapes food policy in your area and join the European Days of Action.

The future of food should be shaped by farmers, workers, citizens and communities, not a few powerful companies. #BreakingFoodNews”

3. Social Media Posts

We have prepared a series of social media posts to help you mobilise your communities, including visuals and captions. We encourage you to translate the caption to your own language. If you'd also like us to translate the visual text, let us know.

*Use the **hashtags** → #GoodFoodGoodFarming #BreakingFoodNews*

***Tag us on** → LinkedIn (@GoodFoodGoodFarming), Instagram (@gfgf_eu) and Bluesky (@gfgf-europe.bsky.social)*

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1- Campaign launch [visual](#) and caption:

“October is getting closer... and so are the European Days of Action 2026. 🌱

Every October, hundreds of local events across Europe bring together farmers, activists, communities, researchers, schools and municipalities to campaign for fair, healthy and sustainable food systems. This year, we invite you to join Breaking Food News: the collective action at the heart of the European Days of Action.

Inspired by the format of a television news bulletin, participants will use humour, satire and evidence-based storytelling to investigate the stories shaping our food system, starting from what's happening locally and revealing why it matters across Europe.

Save the date!

➡ In September, you can register for the European Days of Action for #GoodFoodGoodFarming #BreakingFoodNews”

2- Save the date [visual](#) and caption:

“October is getting closer – and so are the European Days of Action 2026. 🌱

Every October, people across Europe come together to reveal who shapes our food system – and how decisions made far from our communities affect the food we eat, the land we depend on and the future of farming.

Save the date – registration opens in September.

This year, join Breaking Food News: a collective action bringing farmers, activists, communities, researchers, schools and municipalities together to investigate the stories behind our food system. Through humour, satire and evidence-based storytelling, we will connect local experiences with the wider European decisions shaping food and farming.

➡ Join us, bring your local story and help change the conversation about food. #GoodFoodGoodFarming #BreakingFoodNews”

3- Registration opens [visual](#) and caption:

“September is here and registration for the European Days of Action 2026 is now open. 🌱

This October, people across Europe will come together to uncover who shapes our food system and how decisions made far from our communities affect farmers, our food, the land and our future.

Join Breaking Food News: a collective action using humour, satire and evidence-based storytelling to investigate the stories behind our food and connect local experiences with the bigger European picture.

Organise an event: host a farm visit, community meal, workshop, market or public action.

Find an event: join people in your area and take part.

Bring your local story. Reveal who has power over our food. Help change the conversation about food and farming.

➡ Register now and join the European Days of Action 2026.

#GoodFoodGoodFarming #BreakingFoodNews “

4- Apply for a Subgrant [visual](#) and caption:

“Have a local story about food and farming—but need support to bring it to life? 🌾

Apply for a subgrant of up to €850 to organise a local action as part of the European Days of Action 2026 and Breaking Food News.

Host a farm visit, community meal, workshop, market or public action. Bring together farmers, neighbours, activists and communities to investigate what is happening locally—and reveal how decisions made by a few people in power affect our food, our land and our future.

Use humour, evidence and real local stories to uncover who shapes our food system and help change the conversation about food and farming.

Have an idea? Apply for support and make your local action part of a Europe-wide movement for fairness, sustainability and justice.

#GoodFoodGoodFarming #BreakingFoodNews “

5- Breaking Food News [visual](#) and caption:

“What’s the story behind the food on your plate? Who grows it, who profits from it—and who gets to decide what happens to our land, our farms and our future? 🌾

Breaking Food News invites farmers, activists, communities, researchers, schools and municipalities to investigate the food system in their own places. Through humour, satire and evidence-based storytelling, we will uncover the stories that deserve more attention and connect local experiences to the wider European decisions shaping food and farming.

A few hands control the food system. But communities can reveal how it works—and show that fairer alternatives already exist.

➡ Join the European Days of Action 2026. Investigate your local food system, share what you find and help change the conversation about food. #GoodFoodGoodFarming #BreakingFoodNews “

6- Action Map [visual](#) and caption:

“What’s behind the food on your plate? This October, discover the answer in your own community. 🌾

Across Europe, local events will bring together farmers, cooks, organisers, neighbours and activists to share stories, uncover who shapes our food system and highlight the real alternatives already growing around us.

Join an event as part of the European Days of Action 2026 and Breaking Food News. Visit a farm, share a meal, take part in a workshop or public action—and meet the people growing, cooking, organising and reimagining food and farming.

European decisions affect our communities. Together, we can reveal how—and push for food policies built around people, farmers, nature and justice.

 Find an event near you and join the action.

#GoodFoodGoodFarming #BreakingFoodNews “

4. Campaign Messaging and Key Narratives

Lastly, here you can find our [Campaign Messaging and Key Narratives](#) guide. It sets out the 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.

Join us!

For any questions, please contact:

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or alternatively

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