CHALLENGE AREA

# Systemic & Investment Barriers in Agrifood Transformation

## SECTOR SNAPSHOT

The EU agrifood manufacturing industry generates **€265.9 billion in value added**.

The sector plays a **strategic role** in the **EU's digital and green transition** agenda.

However, many SMEs face **structural barriers** to innovation and investment.

## KEY BARRIERS

**Limited investment capacity**
SMEs often lack the financial resources required for digital and green upgrades.

**Uncertainty about return on investment**
Companies struggle to evaluate the economic benefits of digitalisation initiatives.

**Fragmented innovation ecosystems**
Weak links between companies, technology providers and research institutions limit innovation diffusion.

**Regulatory complexity**
Compliance with digital, environmental and food safety regulations can be challenging for SMEs.

**Uneven policy support across regions**
Access to funding programmes and innovation networks varies significantly across Europe.

## IMPACT ON COMPANIES AND WORKFORCE

- Delayed investment in innovation
- Uneven digital transition across regions and company sizes
- Reduced competitiveness of SMEs
- Slower development of new skills and business models

## STRATEGIC PRIORITIES

- Improve access to tailored funding and advisory services for SMEs
- Simplify access to EU and national innovation programmes
- Strengthen regional innovation ecosystems and clusters
- Promote coordinated policies for the twin transition

## HOW TAURUS ADRESSES THIS CHALLENGE

TAURUS analyses systemic barriers affecting agrifood transformation and helps identify **company profiles and support pathways** adapted to different levels of digital maturity.

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