

🚩 **Our mission**

The reason we exist and what we work to accomplish every day

**Our vision**    **Together we safeguard the future for people, animals and nature**

- We work to**
- ensure healthy food and safe drinking water
  - promote good health in plants, fish and land animals
  - promote good animal welfare and respect for animals
  - promote health, quality and consumer concerns
  - maintain environmentally friendly production

The interests of stakeholders along the entire food production chain shall be taken into account, including market access abroad.

🔍 **Our identity**

How we act and interact with our stakeholders

**The helper**

We have a clear and serious voice as a public authority, while being a friendly guide and helper. We believe that most people want to comply with the rules, and we will facilitate this.

**Our roles**

We fulfil our mission for society by being both a directorate and an official control authority. When interacting with our users, we have three main roles.

**Supervisor and helper**    **Executive officer**    **Emergency responder**

★ **Our ambitions**

The long-term ambitions we have set to deliver on our mission

**Easier to do right**

We help businesses and citizens to do the right thing and comply with the rules. We thus make it easier to produce and sell safe food and to treat animals well.

**Knowledge-based and targeted**

We know our stakeholders and we work in a data-driven way. This makes our efforts more knowledge-based and targeted.

**One team**

We have a creative and learning culture and we collaborate with industry and public actors. This is how we become one team that works well together.

♥ **Our values**

Our promises to users and stakeholders, and how we want to be perceived

**Clear**

**We** communicate clearly, unambiguously and comprehensibly. We work together as a coordinated supervisory body and have a common understanding of our mission, so that our users see us as predictable. We have a clear and proactive voice in the media and we are relevant in the public debate.

**Open**

**We** meet our users with an open mind and acknowledge their knowledge and experience. We are curious about societal developments and we collaborate with other agencies to develop the best possible services for our users. We facilitate transparency in what we do and how we work.

**Solution-orientated**

**We** provide understandable rules, practical solutions, good guidance and purpose-oriented supervision. We are proactive and we invite our users to engage in dialogue and participation when we develop services and regulations. We give people the answers they need before they need them.

**Competent**

**We** have a good understanding of users' needs and we take their perspective when developing rules and services. Everything we do must be based on up-to-date knowledge and practical expertise, in collaboration with industry and knowledge support.