



Brussels, 20 February 2023

Commissioner for Agriculture, Janusz Wojciechowski,

Dear Commissioner Wojciechowski,

On behalf of the undersigned organisations, we are writing with regard to the ongoing reform of the EU promotion policy for agri-food products.

Over the past months, civil society organisations, academics and activists have been calling on the European Commission to reform its policy on the promotion of agri-food products. More than 7,000 EU citizens and nationals took part in the European Commission's 2021 [public consultation](#), with the large majority in favor of ending funding for the promotion of animal products under the Common Agricultural Policy.

It is pertinent to note that the Common Agricultural Policy seeks to provide affordable, safe and quality food to EU citizens, guarantee a proper standard of living for farmers, and protect natural resources and the environment. As stated in the European Commission's working document published in January 2023 ([Drivers of Food Security](#)):

“Worldwide, diets and eating patterns are increasingly transitioning towards diets high in animal and processed food products with environmental, economic and social/health consequences. (...) Food contributes to around 45% of the environmental impacts of EU consumers; for example, the food system contributes to around one third of the greenhouse gas (GHG) emissions (80). As far as primary production is concerned, in 2017, the EU-28 agricultural sector produced 10% of the EU total GHG emissions. Adding the emissions related to the production, transport and processing of feed, the livestock sector is responsible for 81-86% of total agricultural GHG emissions. (EC, 2020). Food choices and dietary patterns can influence the efficiency of energy and resources use in our current food system. In an overstrained world, including the EU, switching to more plant-based diets would contribute to



food security as a considerable proportion of agricultural land is used to produce feed rather than food for direct human consumption.”

We also observe that, as it stands, the policy of promotion of agri-food products is inconsistent with the ambitions of the Europe’s Beating Cancer Plan¹, which unequivocally acknowledges that unhealthy dietary choices, particularly the consumption of red meat and processed meat, can contribute to the risk of developing cancer.

The impact of the EU promotion policy is not limited to the EU countries. It also shapes the food system globally, which is why it is so important for the EU to support a transition to a more sustainable, plant-based diet.

In view of the above, we would like to request more information about the ongoing work on reforming the EU promotion policy for agri-food products.

First of all, does the Commission intend to present the proposal of the review of the promotion policy for agri-food products during this term, as originally planned?

Secondly, will due process be followed on reforming the EU promotion policy for agri-food products, without any further delays, and with the aim of ensuring that the promotion policy promotes sustainable lifestyles and enhances food security?

We remind you that in 2020 the European Commission committed to set a new, green, sustainable direction for the transition of the food system and agriculture. 2023 is the last opportunity to meet these commitments.

Yours sincerely

¹ https://health.ec.europa.eu/system/files/2022-02/eu_cancer-plan_en_0.pdf: “The Commission is undertaking a review (34) of the promotion policy for agricultural products, with a view to enhancing its contribution to sustainable production and consumption, and in line with the shift to a more plant-based diet, with less red and processed meat and other foods linked to cancer risks (35) and more fruit and vegetables.”



Signatories:

1. Anna Spurek - COO Green REV Institute;
2. Morgan Janowicz - Coordinator of Future Food 4 Climate;
3. Olga Kikou - Head of EU Office Compassion in World Farming;
4. Claudio Pomo - Head of Development Essere Animal;
5. Marta Jaskulska - Head of Board Pomorskie Stowarzyszenie Aktywni Lokalnie;
6. Kazimierz Walijewski - Head of Board Stowarzyszenie Mężczyźni Przeciw Przemocy;
7. Janusz Bończak - Head of Board Istota.info;
8. Katarzyna Walijewska - Vice President of the Foundation Fundacja Zwierzęta Niczyje;
9. Jagoda Gmachowska - CEO Stowarzyszenie Wiosna bez Barrier;
10. Giulia Malerbi - Global Policy Lead Aquatic Life Institute;
11. Barbara Wojtaszek - Head of Board Fundacja Klub Myśli Ekologicznej;
12. Daria Schmidt - CEO Fundacja Szkatułka;
13. Milena Kubiczek - CEO Ruch zaNIEdbani;
14. Agnieszka Tarouquella-Levitan - President Fundacja Perspektywa;
15. Dirk-Jan Verdonk - General Director World Animal Protection NL;
16. Sandra Beuving - Director Dierencoalitie;
17. Nicola Harris - Communications Director Plant Based Treaty;
18. Anita Krajnc - Executive Director Animal Save Movement;
19. Gabriel Paun - EU Director Animals International;
20. Simcha Nyssen - Project Manager Societal Transitions GAIA - Global Action in the Interest of Animals;
21. Sylwia Kowalska - President Fundacja NO.BA;
22. Alice Di Concetto - Chief Legal Adviser The European Institute for Animal Law & Policy;
23. Rubel Catharina - Campaign Director Aktion Agrar;
24. Carter Dillard - Policy Advisor Fair Start Movement;
25. Jeroom Remmers - Director TAPP Coalition;
26. Andrzej Kassenberg - Senior expert Fundacja Instytut na rzecz Ekorozwoju;
27. Britta Riis - Chief Executive Officer Animal Protection Denmark;



28. Gianluca Felicetti - President LAV;
29. Piotr Skubała - Professor University of Silesia in Katowice;
30. Debra Ashton - Chief Executive Officer Save Animals from Exploitation (SAFE);
31. Alessandro Ricciuti - President Animal Law Italia;
32. Petya Altimirska - CEO Campaigns and Activism for Animals in the Industry (CAAI);
33. Natalia Llorente Nosti - Head of Campaign International Campaign for the Mar Menor
"The true price of Mediterranean food", Ecologistas en Acción Región Murciana;
34. Andrzej Elżanowski - President and Professor Polish Ethics Society, University of
Warsaw;
35. Walter Sánchez Suárez - Animal welfare scientist Mercy for Animals;
36. Lotta Tuominen - EU Youth Delegate National youth council of Finland, Allianssi;
37. David Román - Unión Vegetariana Española