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*Brussels,*  
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*Dear representatives of the Green REV Institute,*

*Thank you for your letter of 31 March 2023 addressed to Vice President Timmermans concerning the review of the Union's promotion policy for agricultural and food products.*

*The mandate for the review of the promotion policy provided by the Farm to Fork Strategy is to enhance the policy's contribution to sustainable production and consumption in line with evolving diets, while continuing to support the competitiveness of EU farmers and food producers*

*Reversing the rise in overweight and obesity rates across the EU by 2030 is critical. Moving to a more plant-based diet with less red and processed meat and with more fruits and vegetables will reduce not only risks of life-threatening diseases, but also the environmental impact of the food system.*

*The new promotion policy can play an important role in boosting demand for EU plant-based foods in addition to the promotion of fresh fruits and vegetables in the context of healthy dietary practices. Having said that, a promotion policy that would exclude all EU livestock producers could not provide incentives for farmers to move towards higher animal welfare standards or more sustainable production methods.*

*At the same time, the new promotion policy needs to continue to strengthen the competitiveness of the EU's agricultural and food sector. As set out in the Farm to Fork Strategy, the EU food system needs to become a global standard for sustainability.*

*The Commission is working on the proposal to amend Regulation EU No 1144/2014 with a view of presenting it in the coming months.*

*Yours sincerely,*

*Janusz WOJCIECHOWSKI*

*Copy to: Frans Timmermans, Executive Vice President*

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