



## Need for strong action on sustainable food consumption

To: Commissioner Wojciechowski

Cc: Commissioner Kyriakides, EVP Timmermans

Brussels, 11 July 2023

Dear Commissioner,

We are writing to you as a group of civil society organisations working on environmental issues, organic agriculture, consumer rights, public health and animal welfare to urge you to **take and support policy measures that will help consumers and farmers to contribute to the transition to sustainable food systems.**

The EU has committed to driving an EU-wide transition to sustainable food systems, covering the full supply chain, from production to consumption. As Europe braces for another summer of extreme heat and drought, while still coping with the impacts of the war in Ukraine, making our food system sustainable and resilient is an existential imperative.

In the current market economy, it is clear that the changes requested of the farming sector must be matched and supported by changes along the rest of the food chain, including in consumption patterns. Polls show that a majority of European consumers want to shift to healthier and more sustainable diets, however many structural factors continue to hinder such behavioural shifts. The Farm to Fork Strategy rightly recognised the need to move to “a more plant-based diet with less red and processed meat<sup>1</sup> and that this requires the shaping of “a favourable food environment that makes it easier to choose healthy and sustainable diets”.

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<sup>1</sup> Such a dietary transition should prioritise moving away from industrialised animal protein production and consumption, as part of an agroecological transition.

It is now high time to turn these words into action. Several commitments of the Farm to Fork Strategy are particularly relevant and remain pending. We therefore urge you to:

- **Publish the long-awaited proposal for a revised EU promotion policy for farm and food products**, “enhancing its contribution to sustainable production and consumption” as committed in the Farm to Fork Strategy – this must mean ending subsidies for the promotion of unhealthy and/or unsustainable foods and drinks;
- **Support ambitious measures to reshape food environments through the Sustainable Food Systems Law**, in particular through mandatory targets and criteria for healthy and sustainable public and private procurement, and strong measures to regulate the marketing and advertising of unhealthy and unsustainable foods;
- **Publish an ambitious review of the EU school scheme legal framework**, “to refocus the scheme on healthy and sustainable food” as committed in the Farm to Fork Strategy;
- **Support mandatory front-of-pack animal welfare labelling** taking into consideration the animal’s whole life cycle: from farm to slaughter and through transport.

These policies are essential first steps towards creating a food environment that makes it easier for consumers to choose the right foods for their health and that of our planet. They will also send clear signals to all supply chain actors, including farmers, of the direction of travel for the EU food system, giving them better certainty about the future. They will improve the recognition of sustainable farming models, creating enabling conditions for them to thrive, a crucial condition for the transition of the sector.

We hope you will give our requests due consideration and stand by consumers and farmers producing sustainably by championing the abovementioned policy changes. We remain available for any further clarification or to discuss any of the above.

Yours sincerely,

Compassion in World Farming EU (CiWF)

European Environmental Bureau (EEB)

European Public Health Alliance (EPHA)

Eurogroup for Animals

Feedback EU

Feedback Global

Four Paws

Institute for Agriculture and Trade Policy (IATP Europe)

IFOAM-Organics Europe

Fern

Safe Food Advocacy Europe (SAFE)

World Wide Fund for Nature European Policy Office (WWF European Policy Office)

