

Dear Ms Wasbauer,

We are writing to you to express our support of the Commission's aim to undertake “a review of the EU promotion programme for agricultural products, with a view to enhancing its contribution to sustainable production and consumption, and in line with the evolving diets.”<sup>1</sup>

[Two calls](#) for proposals concerning the promotion of agricultural products implemented in the internal market and in third countries in order to restore the market situation post-COVID, in accordance with Regulation (EU) No 1144/2014, were published on 30 June 2020, with a submission deadline of 27 August 2020. **We are concerned that the proposal highlights the dairy sector as one of the eligible sectors.**

The Food and Agriculture Organization of the United Nations has stated that the livestock sector is a significant contributor to climate change. The sector is responsible for about 16% of all anthropogenic greenhouse gas emissions, with cattle producing 62% of livestock sector emissions, and beef and dairy cattle generating roughly equal amounts of greenhouse gases.<sup>2</sup> Diets high in animal products also impact negatively on human health, as pointed out in the Eat Lancet Commission's 'Planetary Health Diet' report. Furthermore, recent reviews have highlighted the need to shift towards plant-based diets as a mitigation strategy<sup>3</sup> against future zoonotic pandemics.

We, therefore, believe that any current and future proposals under the EU promotion scheme need to ensure the achievement of carbon neutrality by 2050, for which urgent EU climate leadership is required if Europe is to achieve this goal, as set out in the European Green Deal.

Consistent and positive messaging about healthy and sustainable food will enable and empower citizens to make the right choices. The promotion of dairy products – as was the case with 23 campaigns approved in 2019 – is no longer acceptable.<sup>4</sup> Instead, funds should be used to promote plant-based dairy alternatives. The promotion of plant-based dairy enables citizens to choose a healthy diet while at the same time reducing their environmental impact.

We call on CHAFEA to consider the scientific consensus on the environmental impact of meat and dairy in relation to food-related decision-making processes, including the approval of these [two calls](#) for grant proposals concerning agricultural farm products, and, therefore, to reject applications for the promotion of 'milk and milk products'.

Thank you for your consideration. We look forward to a favourable response.

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<sup>1</sup> [https://ec.europa.eu/food/farm2fork\\_en](https://ec.europa.eu/food/farm2fork_en)

<sup>2</sup> <https://proveg.com/plant-based-food-and-lifestyle/vegan-alternatives/plant-milk-report/>

<sup>3</sup> <https://proveg.com/food-and-pandemics-report/>

<sup>4</sup> <https://ec.europa.eu/chafea/agri/en/campaigns/>

Yours truly,

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