

31 March 2021

Dear Portuguese Presidency of the Council of the EU, Dear Commissioners,  
Dear Agricultural Ministers,

**On behalf of more than 420,000 citizens and 100 companies and organisations active in 18 European countries, we are calling to halt plant-based dairy censorship and to reject Amendment 171.**

ProVeg welcomes the Commission's ambitions laid out in the Farm to Fork Strategy to make healthy and sustainable choices easier for consumers. It explicitly states that "*moving to a more plant-based diet [...] will reduce not only risks of life-threatening diseases, but also the environmental impact of the food system*". (1)

Unfortunately, Amendment 171, which regulates the use of language and visuals for plant-based versions of dairy products, is not in line with these ambitions. In fact, it would constitute 'plant-based dairy censorship'.

Amendment 171 would introduce new, unnecessary, and extreme restrictions on the labelling of plant-based dairy products. This would deprive consumers of essential information about the suitability of plant-based products in their diets, and directly contradict the sustainability goals of the EU Green Deal and Farm to Fork Strategy. If adopted, it would counteract the consumer shift to more sustainable eating habits that is urgently needed to fight climate change.

Phrases such as "contains no dairy" or "creamy texture" could be banned under Amendment 171. The same would apply to advertisements mentioning scientific data showing that a product would be responsible, for example, for "half the carbon emissions of butter". The amendment could even prohibit plant-based foods from using images of their own products on packaging. This would make it more difficult for consumers to choose healthier and sustainable food choices.

We therefore respectfully call on the European Council and the European Commission to reject Amendment 171.

Yours truly,

Jasmijn de Boo  
Vice-president ProVeg International

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(1) [Farm to Fork Strategy for a fair, healthy and environmentally-friendly food system](#), 2020, page 13.

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**ProVeg e.V.**

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**Vorstand**

Sebastian Joy (Bundesvorsitzender)  
Thomas Schönberger (stellv. Vorsitzender)  
**Geschäftsführung**  
Matthias Rohra

**Vereinsregistereintrag**

Amtsgericht Berlin (Charlottenburg)  
VR 32501  
**USt-IdNr.**  
DE115669781

**Spenden- und Beitragskonto**

Bank für Sozialwirtschaft  
IBAN DE25 2512 0510 0008 4612 01  
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The petition to stop plant-based dairy censorship is supported by



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