



**JANUSZ WOJCIECHOWSKI**  
MEMBER OF THE EUROPEAN COMMISSION  
AGRICULTURE

RUE DE LA LOI, 200  
B-1049 BRUSSELS  
TEL. + 32-2 295 02 20  
JANUSZ.WOJCIECHOWSKI@EC.EUROPA.EU

*Brussels,*  
*(2021)4932323*

*Dear Ms Kikou,*

*On behalf of Executive Vice-President Timmermans I would like to thank you for the letter signed by 67 scientists welcoming the review of EU policy on the promotion of agricultural products.*

*The policy's review, which was announced in the Farm to Fork strategy, should enhance its contribution to sustainable agricultural production and consumption, in line with evolving diets. In relation to meat, the Farm to Fork Strategy announced that the upcoming promotion policy review should focus on 'how the EU can use its promotion programme to support the most sustainable, carbon-efficient methods of livestock production'.*

*There is strong evidence that people can reduce their risk of cancer by adopting healthy dietary and active behaviours. Meat can be an integral part of a balanced diet. However, on average, European citizens consume much more than the recommended intake of animal protein every year. 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 climate and environmental impact of the food system.*

*For this reason, the Farm to Fork Strategy attaches a lot of importance to shifts in consumer demand. While dietary choices remain a personal matter, it is important to inform consumers about healthy and sustainable life styles and diet choices. To this end, the Commission will put forward a range of food labelling proposals.*

*Ms Olga KIKOU*  
*Compassion in World Farming EU*  
*Place du Luxembourg 12*  
*1050 Brussels*  
*Belgium*

*With the recently achieved agreement on the Climate Law, it is clear that all sectors of the economy have to step up the ambition towards the Paris Agreement. This will have to be reflected in the scope of the new promotion policy – as this policy can play an important role in supporting the transition towards more sustainable production and consumption of agri-food products.*

*At the same time, the new promotion policy needs to continue strengthening 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 new promotion policy should therefore become a powerful tool to promote sustainably produced European food and in consequence, strengthen the competitiveness of those operators who deliver sustainable food.*

*The review of the EU agri-food promotion policy has started with the publication of the roadmap on 9 February 2021 and the public consultation open from 31 March to 23 June 2021. An online conference on 12 and 13 July debated how different policy options could contribute to the objectives of the policy review and what impact they will have. The feedback received from all interested parties and the evidence gathered through the consultative process will feed into an impact assessment of the policy options that will be prepared in autumn 2021 and presented to the Commission's regulatory scrutiny board. Legislative proposals may be presented at the beginning of 2022 depending on a favourable opinion of the regulatory scrutiny board.*

*Yours sincerely,*



*Janusz WOJCIECHOWSKI*

*Copy to:*

- Mr Frans TIMMERMANS, Executive Vice-President for the European Green Deal*
- Ms Stella KYRIAKIDES, Commissioner for Health and Food Safety*