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*Brussels*  
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*Dear Ms De Boo,*

*I would like to thank you for your letter of 16 September 2021 (our Ref. Ares(2021)5672651) concerning the review of the EU agri-food promotion policy in the framework of Regulation (EU) No 1144/2014 on information provision and promotion measures concerning agricultural products. We take note of the position of the organisations that co-signed the letter.*

*As announced in the Farm to Fork Strategy, the Commission has launched the review of the promotion policy with a view to enhancing its contribution to sustainable production and consumption, and in line with the evolving diets.*

*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. It is estimated that in the EU in 2017 over 950,000 deaths (one out of five) and over 16 million lost healthy life years were attributable to unhealthy diets, mainly cardiovascular diseases and cancers.*

*The Farm to Fork Strategy also highlights that in relation to meat, the review should focus on how the EU can use its promotion programme to support the most sustainable, carbon-efficient methods of livestock production.*

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*With the agreement on the Climate Law<sup>1</sup>, it is clear that all sectors of the economy have to step up their ambitions and contribute towards the Paris Agreement. This will have to be reflected in the scope of the new EU agri-food promotion policy.*

*At the same time, the new EU agri-food 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.*

*This strategy aims to reward those EU farmers, fishers and other EU operators in the food chain who have already undergone the transition to sustainable practices, enable the transition for the others, and create additional opportunities for their businesses. The new promotion policy should become an even more powerful tool to promote sustainably produced European food across the planet, also in the context of the opportunities, which EU trade agreements create.*

*Let me also point out that, in the Communication from the Commission on the European Citizens' Initiative (ECI) 'End the Cage Age'<sup>2</sup>, the Commission committed to include a dedicated budget in the promotion policy's annual work programmes for raising awareness of sustainability in agriculture, including specific animal welfare features such as cage-free farming systems.*

*The Commission is working on an impact assessment, which will examine the environmental, social (including health) and economic impacts of each of the policy options outlined in the policy review roadmap<sup>3</sup>. The impact assessment will accompany any new legal proposals to be tabled by the Commission in the course of 2022.*

*I take the opportunity to thank you again for your interest in the review of the EU agri - Food promotion policy.*

*Yours sincerely,*



*Janusz WOJCIECHOWSKI*

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<sup>1</sup> Regulation (EU) 2021/1119 of the European Parliament and of the Council of 30 June 2021 establishing the framework for achieving climate neutrality and amending Regulations (EC) No 401/2009 and (EU) 2018/1999 ('European Climate Law')

<sup>2</sup> Communication from the Commission on the European Citizens' Initiative (ECI) 'End the Cage Age' 2021/C 274/01

<sup>3</sup> [EU farm and food products – review of policy on promotion inside and outside the EU \(europa.eu\)](https://europa.eu)