Greenpeace EU response to consultation on

EU farm and food products – review of policy on promotion inside and outside the EU

In your opinion, how can the EU agricultural and food promotion policy be improved?

The promotion policy should stop public funding for projects aiming to promote and increase the consumption of meat and dairy products, as they are already overconsumed in Europe and reductions are needed for “balanced” and healthy diets.

The funding should be shifted to promote more of ecologically produced fruit, vegetables and other plant-based products and more plant-based diets. Any funding related to products from animal farming should focus on promotion of less and better animal products.

A shift in the promotion policy should be the first step towards a comprehensive set of measures to shift consumption patterns to more plant-rich diets, including for example marketing and procurement policies as well as dietary guidelines and fairer pricing schemes.

This call to end public funding of meat and dairy promotion is endorsed and supported by [XX XXX] citizens that wanted to add their voices to be heard by the European Commission.