

# Promotion policy: support the transition towards a more sustainable European food system

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# Goals of the F2F Strategy



**GENERAL OBJECTIVE:** Fair, healthy and environmentally-friendly EU food system



**BUILD A SUSTAINABLE FOOD VALUE CHAIN**

- 1) Ensure sustainable food production
- 2) Stimulate sustainable food processing, wholesale, retail, hospitality and food services practices
- 3) Promote sustainable consumption & facilitate shift to healthy and sustainable diets
- 4) Reduce food loss and food waste
- 5) Ensure food security, combat food fraud



**ENABLE SUSTAINABLE TRANSITION**

- 1) Research & innovation
- 2) Advisory services, data and skills



**PROMOTE A GLOBAL TRANSITION:** coherent global EU food policy



# Actions to promote shift towards healthy, sustainable diets

Determine the best modalities for setting **minimum mandatory criteria for sustainable food procurement**

Review of the **EU school scheme** legal framework: refocus on healthy and sustainable food

Review of the **EU promotion programme** for agricultural and food products (aimed at sustainable production and consumption)

**Proposal VAT rates** (currently being discussed in Council): could allow to make more targeted use of rates (e.g. to support organic fruit and vegetables).



Proposal for a harmonised **mandatory front-of-pack nutrition labelling** to enable consumers to make health conscious food choices

Proposal to require **origin indication** for certain products.

Proposal for a **sustainable food labelling framework** to empower consumers to make sustainable food choices

Nutrition - health

Environment

Social

| Nutrition Declaration | Per 100 g |
|-----------------------|-----------|
| Energy                | kJ/kcal   |
| Fat                   | g         |
| of which saturates    | g         |
| Carbohydrate          | g         |
| of which sugars       | g         |
| Protein               | g         |
| Salt                  | g         |



# Europe's Beating Cancer Plan

Europe's beating cancer action plan adopted on 3 February 2021 announced that the Commission will:

- review its promotion policy on **alcoholic beverages**
- review the promotion policy with a view to enhancing its contribution to sustainable production and consumption, and in line with the shift to a **more plant-based diet**, with **less red and processed meat and other foods linked to cancer risks and more fruit and vegetables**

# Objective of the new framework legislation on a Union sustainable food system

Ensure that all foods placed on the EU market increasingly become sustainable through a socially responsible food value chain

- an enabling environment for future policy and legislation, ensuring coherence with all EU food related policies in terms of sustainability objectives, including biodiversity and climate objectives;
- a favourable and transparent food environment making it easier to choose healthy and sustainable diets;
- optimise the production, distribution and consumption of food, so as to increase resource efficiency and reduce food loss and waste.

# Thank you



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