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## **PRESS RELEASE**

### **FARM TO FORK STRATEGY: DISAPPOINTMENT FOR A MISSED OPPORTUNITY**

The European meat processors have the firm intention to commit to a sustainable development strategy aiming at enhancing and helping the EU meat sector to grow along the green path.

The expectations of the EU meat processing sector for realistic targets to be reached in the framework of a solid Common Food Policy met today with a list of accusations from which to defend ourselves, obligations to be fulfilled and no prospective for the future.

Therefore CLITRAVI expresses its disappointment for the “Farm to Fork” Strategy published today by the European Commission.

The antithesis between products of animal origin and plant-based products hovers all over the text. The former are bad, the latter are good.

We would have preferred a more balanced and less divisive approach and have expected the European Commission to be more objective and to take into due consideration that a balanced diet should include all foodstuffs.

However, nothing of all this, but a direct accusation only to our products.

While we welcome the intention of the European Commission to harmonize the Internal Market on the FOP Nutrition labelling schemes, we acknowledge the willingness to

introduce an additional obligation for food business operators and one more particular to be included on already complex food labels.

We don't know which system will be chosen, but we call on an informative scheme which would not imply a food classification, scientifically based but not purely mathematical and, last but not least, not open to commercial interests.

Any different choice would oblige businesses to modify their traditional recipes and would hide, behind consumer information, improper competitive advantages by undermining aspects different to copy or imitate such as tradition and culture.

On origin labelling we welcome the intention to harmonize the legislative framework and we take note of a step forward for the Internal Market after several different obligations put in place by Member States.

We hope that the obligation would not result as an imposition only for a few sectors, but that the ambition of the European Commission would meet the expectations of consumers to know where meat is coming from as well as the place of harvesting of plants used for plant-based foodstuffs.

Finally we express some concerns for the timing of the action plan.

In the next two years (a timing where the economic crisis generated by the impact of the COVID-19 disease will put under stress FBOs), new obligations will be introduced.

To quote just a few in 2021 there will be a code of conduct, reformulation and fixation of maximum levels of some nutrients, reduction of salt or fat. Mandatory criteria for assessing sustainability. And then in 2022 establishment of nutritional profiles to reduce the promotion of foods high in fat, salt, sugar. Revision of the food contact materials directive; mandatory FOP NUT labelling; mandatory indication of origin for milk and meat. Is all this economically sustainable?

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