



To :

Mr Lukas Visek, Member of
Cabinet of Executive Vice-
President Timmermans
Ms Stefanie Hiesinger, Member
of Cabinet of Commissioner
Timmermans
Ms Diana Montero Melis,
Member of Cabinet of
Commissioner Urpilainen
Ms Agne Razmislaviciute-
Palioniene, Member of Cabinet
of Commissioner Sinkevičius
Ms Camilla Bursi, Member of
Cabinet of Commissioner
Sinkevičius
Szabolcs Horvath, Member of
Cabinet of Commissioner
Várhelyi
Ms Anne Bergenfelt, Member of
Cabinet of High Representative
Borrell Fontelles
Mr Carlos Morais Pires,
Member of Cabinet of
Commissioner Gabriel
Ms Lucrezia Busa, Member of
Cabinet of Commissioner
Reynders
Mr Andrea Beltramello,
Member of Cabinet of
Commissioner Dombrovskis
Mr Jorge Pinto Antunes,
Member of Cabinet of
Commissioner Wojciechowski
Mr Arkadiusz Jozef Langer,
Member of Cabinet of
Commissioner Wojciechowski
Ms Annukka Ojala, Member of
Cabinet of Commissioner
Kyriakides
Mr Kurt Vandenberghe,
Member of Cabinet of President
von der Leyen

Mr François Arbault, Head of
Unit E2 on European Green
Deal of SG DSG2
Mr Iman Boot, Policy Officer in
Unit E2 on European Green
Deal of SG DSG2
Mr Luca Battistini, Policy
Officer in Unit E2 on European
Green Deal of SG DSG2
Ms Sylvie Barel, Policy Officer
in Unit E2 on European Green
Deal of SG DSG2
Mr Jean-Charles Van
Eeckhaute, Manager In Unit H1
on Strategic External Policy
Issues in of SG DSG3
Mr Dirk Lange, Head of Unit E2
on Food sustainability,
international relations of DG
SANTE
Ms Anna Szajkowska, Policy
Officer in Unit E2 on Food
sustainability, international
relations of DG SANTE

Brussels, 13th January 2021

**Re: EU agri-food sectors concerns regarding the CAB/services meeting of 14th
January 2021 on EU Promotion & Animal Products**

Dear Members of the Cabinets and DGs,

The European Associations listed below representing the EU agri-food sectors would like to express their concerns regarding the meeting that you will hold on January 14th on the revision of the Promotion Policy and the possible exclusion of products from animal origin from this policy.

As you know, DG AGRI will soon release the roadmap for an impact assessment on the revision of the EU Promotion Policy in the context of the Farm to Fork Strategy. Considering that this impact assessment has not yet started and that its conclusions are still unknown, we believe that it is inappropriate to already hold an inter-cabinet/inter-services meeting to pre-define the changes that will be operated on the Promotion Policy. To make decisions on the modification of the Promotion Policy prior to an impact assessment would make this impact assessment useless and irrelevant. Moreover, it could also lead to ill-designed decisions that could endanger both the EU agricultural sectors and the capacity of this policy to enhance the sustainability of those sectors as foreseen in the Farm to Fork Strategy.

In addition, we believe that, as is normally the case for all files, the DG in charge of the Promotion Policy (namely DG AGRI) should be both involved in all meetings related to this policy and lead the discussion. Therefore, we would like to express our incomprehension regarding the fact that several staff members of DG SANTE have been invited to this meeting, whilst this is not the case for DG AGRI.

Furthermore, we would like to stress that we do not understand the will to exclude some agricultural products, namely products from animal origin, from the Promotion Policy. Indeed, the Farm to Fork Strategy states that its objective regarding the Promotion Policy is, “*undertaking a review of the EU promotion programme for agricultural products, with a view to enhancing its contribution to sustainable production and consumption, and in line with the evolving diets. In relation to meat, that review should focus on how the EU can use its promotion programme to support the most sustainable, carbon-efficient methods of livestock production.*”. The objective is thus to adapt the Promotion Policy to ensure that it serves as an incentive to improve the sustainable production and consumption of EU agricultural products, including meat. If agricultural products are excluded from this policy, they will not have an incentive to improve their sustainability. Moreover, if those EU products are not promoted, it will lead EU and third country consumers to turn to products from third countries that have lower sustainability standards. Finally, it will be more difficult to reach the objective of 25% of agricultural land dedicated to organic production if products of animal origin are excluded from the promotion policy. It is therefore crucial to include all agricultural products if want to maximise the Promotion Policy ability to improve EU consumption and production sustainability.

We hope that you will take into account our concerns and that we can call upon you to ensure that the revision of the Promotion Policy is based on a thorough impact assessment and truly enables this policy to enhance the sustainability of all EU agricultural products.

We thank you for your time and consideration.

Yours faithfully,

AREFLH - The Assembly of European Fruit, Vegetable and Horticultural Regions

AVEC – Association of Poultry Processors and Poultry Trade in the EU countries

CELCAA - European Liaison Committee for Agricultural and Agri-Food Trade

CLITRAVI - Liaison Centre for the Meat Processing Industry in the European Union

COPA-COGECA - The united voice of farmers and their cooperatives in the European Union

EDA - European Dairy Association

EFFAB - European Forum of Farm Animal Breeders

EUROPATAT - European Potato Trade Association

FRESHFEL - European Fresh Produce Association

UNION FLEURS - International Flower Trade Association

Cc:

Janusz Wojciechowski, Commissioner for Agriculture

Frans Timmermans, Executive Vice-President for the European Green Deal

Nathalie Sauze Vandevyver, Director DG AGRI

Christina Gerstgrasser, Head of Unit DG AGRI