



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



Brussels, 13<sup>th</sup> January 2021

**Re: EU agri-food sectors concerns regarding the CAB/services meeting of 14<sup>th</sup> 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 14<sup>th</sup> 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