



EUROPEAN COMMISSION
DIRECTORATE-GENERAL COMMUNICATION

Strategy and Corporate Communication
The Director

Brussels,
COMM/B1/ /

**NOTE FOR THE ATTENTION OF
Ms BUCHER ANNE, DIRECTOR-GENERAL DG SANTE**

Subject: Reply to Consultation ISC/2020/01398 from DG SANTE

Title: Farm to Fork Strategy

Deadline: 13/03/2020

Positive opinion subject to comments being taking into account

Contact: (Tel.)

Comments:

DG Communication would like to thank you for consulting us on the “Communication from the Commission to the European Parliament, the European Council, the European Economic and Social Committee and the Committee of the Regions on the Farm to Fork Strategy for a Sustainable Food System”. DG Communication gives its positive opinion, taking into consideration the below comments.

DG Communication recalls the key recommendations to EU institutions and Member States in the Commission’s contribution to the EU27 leaders’ meeting in Sibiu on 9 May 2019: Communication must be integrated from the start in policymaking — not as an afterthought or as a way to ‘beautify’ policies.

According to the latest Eurobarometer data, Europeans often feel that they are not sufficiently informed about the EU’s work. For this to change, our communication has to explain how the EU affects people’s lives, and needs to build and nurture a better understanding of how the EU works and which issues fall under its responsibility.

Therefore, DG Communication encourages DG Sante to mention in their communication the work that the Commission is doing on the preparation of a corporate communication campaign, which would allow Europeans to be informed about European Union’s commitment to and effort towards becoming the world’s first climate-neutral continent by 2050. The Corporate Communication Strategy for the European Green Deal can be found here: <https://europa.eu/!rp88wQ>.

DG Communication also encourages DG Sante to build on and disseminate the existing communication products, developed under the framework of the Commission's corporate communication campaigns.

Moreover, DG Communication would recommend phrasing the sentence on the promotion policy as following:

- “A review of the promotion policy for agricultural products will also be conducted with a view to enhance its contribution to sustainable production and consumption in line with the political priorities of the Commission. The promotion programmes should respect the messages and principles of the corporate communication of the Commission.”

As the pages of the communication are not numbered, the initial sentence can be found on the potentially identified page 8, second paragraph.

Finally, while DG Communication acknowledges that the strategy is still under development, we would suggest adding concrete dates to all the actions described in the annex. In its current state, the strategy could be seen as incomplete. Similarly, we would suggest providing dates for the actions referred to in the text.

(e-signed)
Lene NAESAGER