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**To:** [VISEK Lukas \(CAB-TIMMERMANS\)](#)  
**Cc:** [REDACTED] ([CAB-TIMMERMANS](#)); [REDACTED]  
**Subject:** Follow-up to the meeting in between EVP Timmermans and Mr Faber (Danone)  
**Date:** 10 November 2020 18:27:50  
**Attachments:** [image001.png](#)  
[Impact of the Nutriscore-what the science says.pdf](#)

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Dear Mr Visek,

First, apologies for getting back to you only now – the past couple of weeks has proved to be more intense and challenging than anticipated.... We do hope that you are doing OK in these challenging times.

We wanted to thank you for your strong collaboration in the preparation of the meeting between EVP Timmermans and our CEO on October 13. This was much appreciated and led to a very open and constructive meeting, highly appreciated by our CEO.

In terms of follow-up, we have noted down:

1. Scaling-up the transition from intensive to regenerative agriculture
  - It was great to the alignment in terms of point of views on this topic. We will continue pushing to a swift transition towards more regenerative agricultural practices, which should lead Europe towards more food sovereignty, thus maintaining its leadership role and position globally.
  - In the meantime, you might be aware of a specific development that will undoubtedly come to your attention regarding the actual trilogue negotiations on CMO, and specifically amendment 171 related to the use of dairy terms in marketing of non-milk products. The EP has come up with a new proposal to add new constraints/restrictions vs plant based denominations. We strongly believe that the existing policy framework (legislative + case law) entitles consumers to make the choice they want when buying plant based alternatives to dairy. Adding new constraints – as suggested in amendment 171 - will definitely hinder their choice. Prohibiting statements such as this product is "suitable for persons suffering from milk intolerance" or "is a plant-based alternative to yoghurt" is unlikely to help consumers in the choice they make (notwithstanding the fact that these statements are factually correct and do not mislead them as to the nature of the product), especially at a time where they express their intent to shift towards flexitarian diets.
2. Pushing the EU Commission to promote healthy diets with the double objective of improving EU consumers health and deblock investment capacities in agriculture
  - We are acutely aware of some of the expectations and challenges that the COVID-19 brought to us as a society (e.g. accessibility of food while consumers do not pay for the real price of food) and we will need to collectively to address those.
  - Nutri Score in this respect can play a key role in providing information that consumers can actually use to improve their diets and consumption patterns. As requested in our preparation meeting, you will find attached a quick recap of some of the existing studies with a consumer focus.
3. The need for more recycling capacities and investments in Deposit Return Schemes to be made at national level in order to comply with the EU's single use plastic directive (SUP)

We will obviously continue working with all the teams involved in these different topics and share our expertise when and wherever relevant.

Thanks again for the collaboration and please do not hesitate to come back to us should you have any additional questions/comments.

Have a nice week,

Best regards,

[REDACTED]

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