

## Green Deal/F2F Strategy – Communication published on 20<sup>th</sup> May 2020

### UECBV Highlights

#### Executive Summary

The Farm to Fork strategy –F2F– was published on 20<sup>th</sup> May 2020. While we can notice some improvements regarding the approach towards the livestock and meat sector, there are still some issues that will require close monitoring from UECBV and its members.

The strategy should be implemented through 27 actions (it is still a draft action plan – see Annex).

The burning issues for UECBV will be in particular:

- **GHG calculation/Biodiversity/Fertilisers/Circular economy/ Reducing food waste** – what is sustainable? Tools to measure/control. There will be an impact on trade, promotion programme, research & innovation, ...
- **Meat consumption and Healthy diet:** the method of calculation of meat consumption, the reference meat consumption recommendations and the definition will be key as it will have consequences on other policies than public health, including the **right to make advertisement but also on public procurements, taxes, labelling, etc.**
- **Animal Welfare** – AW (at slaughter, during transport, labelling), see also roadmap.
- AMR (reduction by 50% of use by 2030).
- Labelling (meat as an ingredient, Nutriscore, AW).
- Increase of organic production.
- Research & Innovation.
- Impact on global trade.
- Code of conduct/Corporate responsibility.

#### Résumé analytique

La stratégie "de la ferme à la fourchette" -F2F- a été publiée le 20 mai 2020.

Bien que nous puissions noter quelques améliorations concernant l'approche à l'égard du secteur du bétail et de la viande, il subsiste quelques questions qui nécessiteront un suivi étroit de la part de l'UECBV et de ses membres.

La stratégie devrait être mise en œuvre par le biais de 27 actions (il s'agit encore d'un projet de plan d'action - voir annexe).

Les questions les plus brûlantes pour l'UECBV seront notamment :

- **Calcul des GES/Biodiversité/Fertilisants/Économie circulaire** - qu'est-ce qui est durable ? Outils de mesure/contrôle. Il y aura un **impact sur le commerce, le programme de promotion, la recherche et l'innovation, ...**
- Consommation de viande et régime alimentaire sain : la méthode de calcul de la consommation de viande, les recommandations de référence en matière de consommation de viande et la définition seront essentielles car elles auront des **conséquences sur des politiques autres que la santé publique, notamment le droit de faire de la publicité mais aussi sur les marchés publics, les taxes, l'étiquetage, ...**
- Bien-être animal –BEA– (à l'abattage, pendant le transport, étiquetage).
- Résistance antimicrobienne –RAM– (réduction de 50 % de l'utilisation d'ici 2030).
- Étiquetage (la viande comme un ingrédient, Nutri-score, BEA).
- Augmentation de la production biologique.
- Recherche & Innovation.

- Impact sur le commerce mondial.
- Code de conduite/Responsabilité des entreprises.

Following notes [17314](#) of 21<sup>st</sup> November 2019, [17675](#) of 21<sup>st</sup> February 2020, [18603](#) of 24<sup>th</sup> April 2020, [18903](#) of 18<sup>th</sup> May 2020, please find here after a note presenting the version of the F2F as [published on 20<sup>th</sup> May 2020](#) (all EU linguistic versions are available; [EN version](#) with some highlights **in yellow**).

The structure itself has not changed much if we compare with the leak versions, except that there is a new chapter on “Food security” in order to take into account the Corona/Covid-19 crisis.

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## I. Positive highlights

Regarding the content, we can notice a more favourable approach towards food of animal origin than in the leak versions. Also, some general messages from the Livestock Chain were taken on board such as the fact to highlight more what has already been achieved. Nevertheless, we are wondering that such a holistic approach for example just had two sentences about the global challenge of the pandemic, not stressing enough the overall important role of a functioning food supply.

In particular:

- Positive and to communicate intensively is the sentence, in the very beginning, stressing that *“European food is already a global standard for food that is safe, plentiful, nutritious and of high quality”*.
  - The front runners will be rewarded.
  - It is acknowledged that *“EU agriculture is the only major system in the world that reduced greenhouse gas (GHG) emissions (by 20% since 1990)”*.
  - The challenge of food insecurity and affordability.
  - The Livestock Chain is seen as part of the solution as some orientations are proposed (p. 5): a new green business model, a new EU carbon farming initiative, as a new source of income; the circular bio-based economy.
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- The need for greener energy is mentioned, as it is common to all sectors.

- Sustainability of the supply chain (*fair share of the added value, implementation of the Unfair Trading Practices Directive – p. 9-10*).
- **Promotion programme** (p. 7): while in the leak it was clearly written that the promotion programme should stop promoting production and consumption of meat, it is now stated: *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.*  
**It is more favourable but “the most sustainable, carbon-efficient methods of livestock production” will need to be defined.**
- **The Commission will integrate food loss and waste prevention in other EU policies** (p. 13).

## II. Issues to be monitored closely

On the other hand, there are some issues that will need to be closely monitored, keeping in mind that this strategy does not include legal basics at the time being but defined target – meaning that it will be an issue for the next 2-3 years following closely the coming democratic procedure:

- *European **diets** are not in line with national dietary recommendations, and the ‘food environment’<sup>1</sup> does not ensure that the healthy option is always the easiest one. If European diets were in line with dietary recommendations, the environmental footprint of food systems would be significantly reduced (p.3).*

### 2.1. Ensuring sustainable food production

- *Agriculture is responsible for 10.3% of the **EU’s GHG emissions** and nearly 70% of those come from the animal sector<sup>2</sup>. They consist of non-CO<sub>2</sub> GHG (methane and nitrous oxide). In addition, 68% of the total agricultural land is used for animal production. It does not specify that 70 % of grassland could not be used for crops. It will important to check the figures and agree with the method of calculation.*
- *Fostering EU-grown plant proteins as well as alternative feed materials such as insects, marine feed stocks (e.g. algae) and by-products from the bio-economy (e.g. fish waste). **The use of Animal pig/poultry PAPs is not mentioned.***
- *AMR: Target reduction of 50% by 2030 for farmed animals and aquaculture. **What will it mean for those having already reduced the use?***
- *The Commission will **revise the animal welfare legislation, including on animal transport and the slaughter of animals**, to align it with the latest scientific evidence, broaden its scope, make it easier to enforce and ultimately ensure a higher level of animal welfare.*
- *The Commission will **also consider options for animal welfare labelling** to better transmit value through the food chain.*
- *Objective of at least 25% of the EU’s agricultural land under organic farming by 2030.*
- *CAP reform.*

<sup>1</sup> The ‘food environment’ is the physical, economic, political and socio-cultural context in which consumers engage with the food system to make decisions on acquiring, preparing and consuming food (High-Level Panel of Experts on Food Security and Nutrition (2017), *Nutrition and food systems*).

<sup>2</sup> EEA (2019), *Annual European Union greenhouse gas inventory 1990-2017 and Inventory report 2019*. These figures do not include CO<sub>2</sub> emissions from land use and land use change.

### 2.3. Stimulating sustainable food processing, wholesale, retail, hospitality and food services' practices

- **EU Code of conduct for responsible business and marketing practice** accompanied with a monitoring framework.
- The Commission will seek **commitments from food companies and organisations** to take concrete actions on health and sustainability, focussing in particular on: reformulating food products in line with guidelines for healthy, sustainable diets; reducing their environmental footprint and energy consumption by becoming more energy efficient; adapting marketing and advertising strategies taking into account the needs of the most vulnerable; ensuring that food price campaigns do not undermine citizens' perception of the value of food; and reducing packaging in line with the new CEAP. **For example, marketing campaigns advertising meat at very low prices must be avoided** (p.11).

### 2.4. Promoting sustainable food consumption and facilitating the shift to healthy, sustainable diets

- The Commission will also seek opportunities to facilitate the shift to healthier diets and stimulate product reformulation, including by setting up nutrient profiles to restrict the promotion (via nutrition or health claims) of foods high in fat, sugars and salt.
- **While in the EU, average intakes of energy, red meat<sup>3</sup>, sugars, salt and fats continue to exceed recommendations**, consumption of whole-grain cereals, fruit and vegetables, legumes and nuts is insufficient (p.12).
- **Moving to a more plant-based diet with less red and processed meat** and with more fruits and vegetables will reduce not only risks of life-threatening diseases, but also the environmental impact of the food system<sup>4</sup>. It is estimated that in the EU in 2017 over 950,000 deaths (one out of five) and over 16 million lost healthy life years were attributable to unhealthy diets, mainly cardiovascular diseases and cancers.
- The **EU's 'beating cancer'** plan includes the promotion of healthy diets as part of the actions for cancer prevention.
- Harmonised mandatory front-of-pack nutrition **labelling** and will consider to propose the extension of mandatory origin or provenance indications to certain products, while fully taking into account impacts on the single market (p.12).
- To improve the **availability and price** of sustainable food and to promote healthy and sustainable diets in institutional catering, the Commission will determine the best way of setting minimum mandatory criteria for sustainable **food procurement**.
- **Tax incentives** should also drive the transition to a sustainable food system and encourage consumers to choose sustainable and healthy diets.

### 2.5. Reducing food loss and waste

- The Commission is **committed to halving per capita food waste** at retail and consumer levels by 2030 (SDG Target 12.3). Using the new methodology for measuring food waste<sup>5</sup> and the data expected from Member States in 2022, it will set a baseline and propose legally binding **targets** to reduce food waste across the EU.
- **Misunderstanding and misuse of date marking** ('use by' and 'best before' dates) lead to food waste.

<sup>3</sup> Red meat includes beef, pig meat, lamb, and goat meat and all processed meats.

<sup>4</sup> FAO and WHO (2019), Sustainable healthy diets – guiding principles.

<sup>5</sup> Commission Delegated Decision (EU) 2019/1597 of 3 May 2019 supplementing Directive 2008/98/EC of the European Parliament and of the Council as regards a common methodology and minimum quality requirements for the uniform measurement of levels of food waste (OJ L 248, 27.9.2019, p. 77).

## 2.6. Combating food fraud along the food supply chain

*The Commission will scale up its fight against food fraud to achieve a level playing field for operators and strengthen the powers of control and enforcement authorities.*

### 3.1. Research, innovation, technology and investments

We will need to ensure that research in the livestock and meat sector will be part of the research funding lines.

- *A key area of research will relate to increasing the availability and source of alternative proteins such as plant, microbial, marine and insect-based proteins and meat substitutes (p. 14).*
- *Besides, the **packaging issues** have to be monitored carefully, too.*

## 4. Promoting the global transition

- ***EU trade policy** should contribute to enhance cooperation with and to **obtain ambitious commitments from third countries in key areas such as animal welfare, the use of pesticides and the fight against antimicrobial resistance** (p. 16 and 17).*
- *To reduce the EU's contribution to **global deforestation and forest degradation** (p. 16).*
- *the EU will promote schemes (including an EU sustainable food labelling framework) and lead the work on international sustainability standards and environmental footprint calculation methods in multilateral fora to promote a higher uptake of sustainability standards (p.17).*

As a reminder, UECBV already raised some issues officially:

- position/letters: [Doc. 17369](#) of December 2019,
- [Doc. 17703](#) of 5<sup>th</sup> March 2020,
- [Doc. 18177](#) of 16<sup>th</sup> March 2020.

Many public consultations have already been launched: [Click HERE](#)

The strategy is expected to be reviewed in mid-2023.

For the COM press release: [Click HERE](#)

[Questions and Answers on Farm to Fork Strategy](#)

[Factsheet on Farm to Fork Strategy](#)

[Factsheet on Benefits for farmers](#)

[Factsheet on The Common Agriculture Policy's contribution to the European Green Deal](#)

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## ANNEX

Please find here below the draft action plan of the F2F strategy.

Colours used herein are as follows:

Greenish:	Titles
Light pink:	Of interest
Dark pink:	Highest interest

Nevertheless, priorities will need to be reviewed by UECBV Steering Committee/Board.

ACTIONS	Indicative timetable	No
-Proposal for a legislative framework for sustainable food systems	2023	1.
-Develop a contingency plan for ensuring food supply and food security	Q4 2021	2.
Ensure sustainable food production		
-Adopt recommendations to each Member State addressing the nine specific objectives of the Common Agricultural Policy (CAP), before the draft CAP Strategic Plans are formally submitted	Q4 2020	3.
-Proposal for a revision of the Sustainable Use of Pesticides Directive to significantly reduce use and risk and dependency on pesticides and enhance Integrated Pest Management	Q1 2022	4.
-Revision of the relevant implementing Regulations under the Plant Protection Products framework to facilitate placing on the market of plant protection products containing biological active substances	Q4 2021	5.
-Proposal for a revision of the pesticides statistics Regulation to overcome data gaps and reinforce evidence-based policy making	2023	6.
-Evaluation and revision of the existing animal welfare legislation, including on animal transport and slaughter of animals	Q4 2023	7.
-Proposal for a revision of the feed additives Regulation to reduce the environmental impact of livestock farming	Q4 2021	8.
-Proposal for a revision of the Farm Accountancy Data Network Regulation to transform it into a Farm Sustainability Data Network with a view to contribute to a wide uptake of sustainable farming practices	Q2 2022	9.
-Clarification of the scope of competition rules in the TFEU with regard to sustainability in collective actions	Q3 2022	10.
-Legislative initiatives to enhance cooperation of primary producers to support their position in the food chain and non-legislative initiatives to improve transparency	2021-2022	11.
-EU carbon farming initiative	Q3 2021	12.
Stimulate sustainable food processing, wholesale, retail, hospitality and food services' practices		
-Initiative to improve the corporate governance framework, including a requirement for the food industry to integrate sustainability into corporate strategies	Q1 2021	13.
-Develop an EU code and monitoring framework for responsible business and marketing conduct in the food supply chain	Q2 2021	14.
-Launch initiatives to stimulate reformulation of processed food, including the setting of maximum levels for certain nutrients	Q4 2021	15.
-Set nutrient profiles to restrict promotion of food high in salt, sugars and/or fat	Q4 2022	16.
-Proposal for a revision of EU legislation on Food Contact Materials to improve food safety, ensure citizens' health and reduce the environmental footprint of the sector	Q4 2022	17.

<b>ACTIONS</b>	<b>Indicative timetable</b>	<b>No</b>
-Proposal for a revision of EU marketing standards for agricultural, fishery and aquaculture products to ensure the uptake and supply of sustainable products	2021-2022	18.
-Enhance coordination to enforce single market rules and tackle Food Fraud, including by considering a reinforced use of OLAF's investigative capacities	2021-2022	19.
Promote sustainable food consumption, facilitating the shift towards healthy, sustainable diets		
-Proposal for a harmonised mandatory front-of-pack nutrition labelling to enable consumers to make health conscious food choices	Q4 2022	20.
-Proposal to require origin indication for certain products	Q4 2022	21.
-Determine the best modalities for setting minimum mandatory criteria for sustainable food procurement to promote healthy and sustainable diets, including organic products, in schools and public institutions	Q3 2021	22.
-Proposal for a sustainable food labelling framework to empower consumers to make sustainable food choices	2024	23.
-Review of the EU promotion programme for agricultural and food products with a view to enhancing its contribution to sustainable production and consumption	Q4 2020	24.
-Review of the EU school scheme legal framework with a view to refocus the scheme on healthy and sustainable food	2023	25.
Reduce food loss and waste		
-Proposal for EU-level targets for food waste reduction	2023	26.
-Proposal for a revision of EU rules on date marking ('use by' and 'best before' dates)	Q4 2022	27.