

**Question for written answer E-009589/2016
to the Commission**

Rule 130

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Subject: Italian Government's communication plan to encourage young people to eat meat

Lifestyles and consumption patterns are changing, especially among young people. Figures for the first nine months of the year show there was a fall in purchases of meat (-5.6 %), cold meats (-5.2 %), and milk and dairy products (-3.6 %)¹.

Young people born between 1980 and 2000 are affected the most by this, to the extent that 25 % say they do not eat red meat and 67 % believe meat is harmful to health².

At the convention of the 'Associazione Industriali delle Carni e dei Salumi' [Meat and Processed Meat Industry Association] in Milan on 22 November 2016, the Ministry of Agricultural, Food and Forestry Policies presented a communication plan (worth EUR 3.8 million) to curb the flow of 'alternative information' on meat that appears to be flooding the Internet and influencing 'millennials' in particular³.

The World Cancer Research Fund recommends limiting the consumption of red meat and processed meat⁴, and the IARC has classified cold meats as 'definitely carcinogenic' and red meat as 'probably carcinogenic'⁵. In view of this and the fact that Italy, unlike many other Member States, does not list red/processed meat among the risk factors for cancer⁶:

– Does the Commission consider this communication plan to be compatible with seeking to achieve the highest possible levels of health and consumer protection pursuant to Articles 168 and 169 of the Treaty on the Functioning of the European Union?

– Will it seek clarification from the Italian authorities?

¹ <http://www.ismeamercati.it/flex/cm/pages/ServeBLOB.php/L/IT/IDPagina/7283>

² <http://www.essereanimali.org/2016/11/consumi-carne-a-picco-ecco-il-piano-di-contrattacco/>

³ <http://video.mainstreaming.tv/embed/jsHhuEV>

⁴ <http://www.wcrf.org/int/research-we-fund/cancer-prevention-recommendations/animal-foods>

⁵ http://www.iarc.fr/en/media-centre/pr/2015/pdfs/pr240_E.pdf

⁶ [http://publications.jrc.ec.europa.eu/repository/bitstream/JRC89176/mapping_dietary_prevention_of_cancer_in_eu28_\(online\).pdf](http://publications.jrc.ec.europa.eu/repository/bitstream/JRC89176/mapping_dietary_prevention_of_cancer_in_eu28_(online).pdf)