

(English version)

**Question for written answer E-001576/20
to the Commission
Sylwia Spurek (S&D)
(12 March 2020)**

Subject: EU funding of campaigns to market meat and animal products

According to FAO figures, livestock farming accounts for around 14.5% of the greenhouse gases generated by humans. Studies carried out by Wakker Dier, a Dutch animal welfare organisation, show that in the past three years the European Union has earmarked around EUR 60 million for 21 meat marketing campaigns. In 2015, the WHO found that processed meat was cancerogenic. Research suggests that Europeans consume about 50% more meat than is recommended for a healthy diet.

In the light of the ambitious targets the Commission set in its Green Deal:

1. Are there plans to stop providing EU funding for campaigns promoting the consumption and production of meat and animal products? If so, what action is being taken to do that, and when will the funding be stopped?
2. What resources were provided to campaigns promoting the consumption and production of meat and animal products between 2015 and 2019, and how much is to be spent for those purposes in 2020?
3. Could the Commission provide a list of the entities that have received the support referred to in question 2, indicating the amount they were allocated and the activities for which the support was granted?

**Answer given by Mr Wojciechowski on behalf of the European Commission
(14 May 2020)**

The Green Deal Communication announced the adoption of a Farm to Fork strategy for the design of a fair, healthy and environmentally friendly food system that would improve the sustainability of primary production, including livestock farming, and stimulate a shift towards healthy and sustainable diets.

The overall objective of the EU's promotion policy for agri-food products (Regulation (EU) 1144/2014⁽¹⁾) is to enhance the competitiveness of the EU agricultural sector, both internally and in third countries. The regulation also specifies which agri-food products and quality schemes are eligible for support, among them are meat and animal products.

The annual work programmes⁽²⁾, adopted by the Commission after consultation with the stakeholders⁽³⁾ and obtaining a positive opinion of the Member States⁽⁴⁾, define operational priorities and their corresponding budgets, primarily geographically.

Following the publication of the calls for proposals, the organisations representative of a product/sector/scheme submit proposals for promotion programmes that are evaluated by independent experts according to the criteria set out in the work programme. Eligible proposals are ranked according to the total number of points awarded and financial contributions are awarded to the highest scoring proposals up to the available budget for each of the priorities, regardless of eligible product/sector/scheme.

The amount of EU contribution for promotion of meat and meat products is therefore largely determined by the proposals received. For 2020, the calls for proposals were published in January 2020. The evaluation of the proposal and the grant award decisions will be made in autumn 2020. Between 2016 and 2019, EUR 138.7 million (24% of the total) were allocated to campaigns promoting meat and meat products selected under the said Regulation. The EU's promotion policy is currently being evaluated.

Details on each of the promotion campaigns co-financed by the EU are published on the CHAFEA's portal⁽⁵⁾.

⁽¹⁾ OJL 317 04.11.2014

⁽²⁾ https://ec.europa.eu/info/food-farming-fisheries/key-policies/common-agricultural-policy/market-measures/promotion-eu-farm-products_en#annualworkprogramme

⁽³⁾ Agriculture Civil Dialogue Groups https://ec.europa.eu/info/food-farming-fisheries/key-policies/committees-and-advisory-councils/civil-dialogue-groups_en

⁽⁴⁾ Committee for Common organisation of Agricultural Markets — Promotion https://ec.europa.eu/info/food-farming-fisheries/key-policies/committees-and-advisory-councils/agricultural-committees_en

⁽⁵⁾ <https://ec.europa.eu/chafea/agri/en/funding-opportunities/evaluation-and-selection>