

**Question for written answer E-001296/2013  
to the Commission**

Rule 117

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Subject: The 'Farmland' game produced by DG SANCO: a nice way for children to learn about livestock farming

Our attention has been drawn to the game produced by the Commission to help children aged 9 to 12 to learn more about livestock farming and respect for animal welfare. The Swedish media have reacted forcefully, as do we, to the illustration of a half-naked girl used in the game. While the male characters in the game appear dressed in what may be regarded as traditional work clothes, the girl Berenice is dressed in mini-shorts and a knotted blouse.

Does the Commission consider it appropriate to launch an educational game for children aged 9-12 which contains blatant sexist stereotypes?

What conclusions does the Commission draw from this, and from its earlier marketing campaigns which have been sharply criticised on the grounds of sexism?

What measures does the Commission propose to take to prevent the recurrent problems with sexist stereotypes in its information and communications activities aimed at the general public?