Subject: Differentiated quality of products and the ‘Farm to Fork’ strategy

The ‘Farm to Fork’ strategy for sustainable food will be a key component of the European Green Deal. One of the aims of this strategy will be to strengthen the efforts of people working in the farming and fishing industries to manage the transition towards tackling climate change, protecting the environment and preserving biodiversity. It will also encourage sustainable food consumption and promote healthy and affordable food for all.

In the context of food safety, which is an integral part of the ‘Farm to Fork’ food chain, how exactly does the Commission intend to help consumers make the switch to a more healthy diet? Furthermore, how does the Commission intend to provide consumers with clearer and more useful information on where their food comes from, the ingredients and nutritional value of processed food and its environmental footprint, for example?

Finally, given the current insufficient guidelines in the Regulation on the provision of food information to consumers and in the Unfair Commercial Practices Directive, how does the Commission plan to establish criteria and adopt a quality-oriented policy and to identify products which do not meet legal requirements?