

Question for written answer E-000646/2021
to the Commission
Rule 138
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Subject: Protecting 'Made in Italy' products

Over the last few hours, the guidelines for the Commission's new action plan to improve the health of EU citizens have been published. This plan apparently provides for a cut in EU funding for the promotion of meat, prepared meat products (charcuterie) and wine, with the addition of alarmist labels to products, along the lines of the measures taken for cigarettes.

With the excuse of protecting citizens' health, these measures – if confirmed – are liable to unfairly criminalise individual products, regardless of the quantities consumed, and would affect entire agri-food sectors, especially Italian ones, which have already been severely challenged by the COVID-19 crisis.

Italy is the world's largest wine producer and the Made in Italy label is one of the most popular among consumers worldwide, in terms of both quality and safety. This means that small-scale traditional, typical products, which need market support, would, on the contrary, be severely damaged. This would have negative impacts on the economy, employment, the land and regions, and biodiversity.

In view of this:

1. Can the Commission explain the scientific basis for the adoption of the measures in the new 'action plan'?
2. Will it review its approach in order to protect and promote Italian-made products, which should be promoted rather than criminalised?