

**Question for written answer E-000341/2022  
to the Commission**

Rule 138

**Krzysztof Jurgiel** (ECR)

Subject: Risk of sectors and products being excluded from the revised EU promotion policy

As part of the Farm to Fork strategy, the Commission is currently reviewing the EU's promotion policy with a view to increasing its contribution to the sustainability of food production and consumption.

The initial impact assessment proposes that some products and sectors should be excluded, a move supported by vegan organisations wishing to exclude meat. The Commission appears to be following suit, as it has introduced a new sub-criterion for the evaluation of the applications received in its annual work programme on the promotion policy for 2022, penalising programmes for red meat and alcoholic beverages which target the EU market.

Farming organisations are concerned about the possible exclusion of red meat and wine from this promotion policy. The livestock sector accounts for 45% of all agricultural activity in the EU, directly creating jobs for 4 million people and indirectly supporting the employment of 30 million people, while wine production provides around 3 million jobs. Wine producers and livestock farmers are working hard to make their production processes more sustainable. Promotion policies should encourage these sectors to continue developing sustainably. Excluding them would be completely counter-productive.

1. Is the Commission considering the possible exclusion of some sectors or products, such as wine and red meat, from the future promotion policy?
2. Is it planning to change the promotion policy to encourage and support these sectors in improving the sustainability of their production methods?