

**Question for written answer E-000854/2022**  
**to the Commission**  
Rule 138  
**Peter Lundgren (ECR)**

Subject: Food campaign

Charlie McConalogue, Ireland's Agriculture Minister, has accused the EU of 'demonising' red and processed meat in a new EUR 170 million food promotion programme.

In a letter to Agriculture Commissioner Janusz Wojciechowski, Mr McConalogue said that he was 'disappointed' that the programme linked red meat to a risk of developing cancer. 'Eaten in appropriate portions and as part of a healthy, balanced diet, red meat and processed meat products are an important source of protein, vitamins and minerals. This is reflected in Ireland's healthy eating guidelines and – I am sure – across the EU.'

Mr McConalogue made his comments in response to the EU's new food promotion policy, which is linked to its Beating Cancer plan.

According to the proposal concerned, producers of plant-based products will be given higher priority when applying for funding than producers of meat products.

The criteria for the programme seek in particular to encourage people to adopt a more plant-based diet, and consume less red and processed meat and other food and drink linked to cancer risks, such as alcoholic beverages.

1. Does the Commission think it is responsible to spend EUR 170 million on a campaign?
2. Does the Commission think the EU should be telling people what they should or should not eat?
3. Does the Commission think the EU should be mounting a campaign that discourages people from eating meat?