The EU agri-food promotion policy\(^1\) is designed to increase the sector's competitiveness, by raising awareness of the high standards of EU agriculture, in terms of quality, safety and sustainability, inside and outside the Union.

The ‘Farm to Fork Strategy’\(^2\) announced a review of the policy with a view to enhance sustainable production and consumption, and in line with the evolving diets. In relation to meat, the review should focus on supporting the most sustainable carbon-efficient methods of livestock production. As stipulated by the European Climate Law\(^3\), the Commission will assess the consistency of the legislative proposal with the climate-neutrality objective.

The current policy does not favour specific products. Only the promotion of fresh fruits and vegetables has a ring-fenced budget. Between 2016 and 2019, the top product categories were fruit and vegetables, organic products, wine, vinegar and cider\(^4\). The 2022 work programme includes an award sub-criterion which, for proposed promotion projects targeting the internal market, values their alignment with the objectives of Europe’s Beating Cancer Plan, in particular encouraging the shift to a more plant-based diet, with less red and processed meat and other foods linked to cancer risks (e.g. alcoholic drinks). Every year the number of applications for funding far exceeds the budget available. All programme proposals irrespective of the products that they aim to promote, are subject to an independent expert evaluation and only the highest-scoring proposals will be selected for funding.

\(^2\) COM(2020)381 final (p. 7-8).
\(^4\) COM(2021)49 final.