

**Question for written answer E-003599/2023  
to the Commission  
Rule 138  
Clara Aguilera (S&D)**

**Subject:** EU legislation on faux fish products

According to the Power of Plant-Based Alternative Foods and Beverages 2023 report drafted by specialist consulting firm NielsenIQ on behalf of the North American Food Industry Association, 54 % of consumers surveyed acknowledge that they have difficulties differentiating products containing plant-based proteins from products containing other types of proteins on supermarket shelves. The study also found that 58 % admit to putting some or even a lot of time into understanding labels.

The term 'plant-based' has not been clearly defined nor regulated. According to the 'Farm to Fork' strategy, a plant-based diet involves eating more vegetables, fruits and pulses, but not necessarily eliminating animal proteins. In other words, the aim of the strategy is to promote what is known worldwide as the Mediterranean diet.

Using the same term 'plant-based' and putting unclear information on packaging and labels therefore increases the sales of these faux fish products, which are ultra-processed foods that take advantage of the nutritional qualities of real fish products.

In light of the above:

1. Has the Commission investigated this problem?
2. Does it acknowledge that the EU needs to regulate the labelling of plant-based products?

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