



NEW ALLIANCE CALLS FOR PLANT-BASED FOODS AT THE CENTRE OF EU FOOD POLICY

Brussels, 24 September 2020

The European Alliance for Plant-based Foods (EAPF) launches today with one mission: Placing plant-based foods at the heart of the transition towards more sustainable and healthy food systems. What do we need to achieve this?

- Policies and laws that recognise the role of plant-based foods in the sustainable transition and guarantee fair access to the EU market (from agricultural practices to food labelling);
- Investments in innovation in the plant-based food value chain;
- Clear rules to enable consumers to make conscious and well-informed choices about plant-based foods.

Plant-based foods have a central role to play in meeting the EU's sustainability ambitions. They concretely contribute to reaching the environmental goals of the EU Green Deal and the agri-food transition set forth in the Farm to Fork Strategy along the whole food value chain. How? By providing more choice to consumers to diversify their diet to match their environmental, health and/or ethical concerns¹; stimulating companies to invest in research and innovation for healthier and more sustainable food products; giving farmers the chance to revalorise plant-based crop production².

EAPF is the only European multi-stakeholder coalition which brings together organisations in the plant-based food value chain – industry, NGOs and the scientific community – eager to work together to develop food systems good for the people, the animals and the planet.

“EAPF provides a unique platform for NGOs and industry to come together in one voice to advocate for a sustainable food system with plant-based foods at its heart. Through EAPF, Upfield’s ambition is to ensure plant-based food policy is aligned with the Farm to Fork Strategy and that the future regulatory framework is consistent with the EU’s progressive food system policy initiatives.” Dr. Jeanette Fielding, Head of Corporate Affairs and Communication Officer, Upfield

“In Europe, we need plant-based meat, eggs, dairy, and seafood to deliver tasty and affordable food that consumers want. These products are crucial for Europe’s transition to a more healthy and sustainable food system. EU policymaking has a huge role to play in enabling this transition. That’s why we are thrilled to be a founding member of the European Alliance for Plant-based

¹ [One Bite at a Time: Consumers and the Transition To Sustainable Food](#), BEUC, June 2020

² [Market developments and policy evaluation aspects of the plant protein sector in the EU](#), February 2019



Foods and to raise our voices in support of a better food system.” **Alexander Holst, Policy Manager, the Good Food Institute Europe**

“To drive and accelerate the transition towards more plant-based diets with sustained success, it is important to join efforts and means. The European Alliance for Plant-based Foods is a multi-stakeholder coalition of the willing, who believe that only by acting together we can seize the potential and opportunities provided by plant-based foods for a better world.” **Siska Pottie, EAPF Secretary General**

EAPF is driven by the values of collaboration, transparency and inclusiveness. **We encourage organisations that share our mission and goals to join us and make the Farm to Fork Strategy a reality.**

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Members of the European Alliance for Plant-based Foods:

