



EAPF official statement on the EU's Vision for Agriculture and Food

The [European Commission's Vision for Agriculture and Food](#) (19 February) is an important step toward shaping a more resilient, competitive, and sustainable agri-food system. It rightly acknowledges the vital role of farmers, the need for fairer supply chains, and the urgency of reducing Europe's reliance on imports for key resources. The emphasis on simplification, supply-chain resilience and strengthening food sovereignty is welcome, offering opportunities to drive the transition toward climate-smart and resource-efficient food production.

However, the Vision falls short in one critical area: it lacks a holistic approach to food systems. While it focuses heavily on production, it misses the opportunity to address the demand side of the equation—how consumers, retailers, and public institutions can be mobilised to create a food environment that truly supports sustainability. **The absence of a comprehensive strategy for plant-based foods, despite this being a clear recommendation from the Strategic Dialogue on the Future of EU Agriculture, is a missed opportunity.** While protein diversification is mentioned, it is too narrowly framed. A broader food transition plan with clear targets and incentives—one that fosters sustainable dietary shifts and strengthens market incentives for plant-based foods—would have made this Vision more impactful.

If Europe is to future-proof its food system, we need policies that connect production with market realities. This means ensuring an equal playing field for all agri-food actors, increased support for European food innovation, and public procurement rules that prioritise climate-friendly food choices. We look forward to engaging with EU policymakers to bridge these gaps and ensure that Europe leads the way in building a truly sustainable and forward-thinking food system.

The European Alliance for Plant-Based Foods (EAPF) has outlined a comprehensive plan that aligns with the Commission's broader objectives and could fill the gaps left by the Vision. A strategic focus on plant-based foods would boost food resilience, strengthen EU competitiveness, and reduce environmental impact while responding to evolving consumer demand. Key actions should include:

- Mandating plant-based food options in public procurement, ensuring schools, hospitals, and public institutions contribute to sustainable diets.



- Aligning CAP funding with sustainability goals, shifting subsidies toward plant-based crop production and rebalancing support between livestock and alternative proteins.
- Standardising VAT rates to eliminate pricing disadvantages for plant-based foods and make sustainable choices more accessible.
- Investing in research and innovation, ensuring the EU remains a global leader in plant-based products that compete on taste, nutrition, and affordability.
- Improving labelling and consumer education, providing clear, science-based information on sustainability and health benefits to empower informed choices.

We urge EU policymakers to build on this Vision and integrate plant-based solutions into upcoming policy initiatives, ensuring Europe remains at the forefront of sustainable and competitive global food innovation.