

Brussels, 10 September 2025

The recent vote in the European Parliament's Agriculture Committee to restrict the use of everyday terms such as "burger" and "sausage" for plant-based foods is a step backwards for Europe's food system.

Just last October, the Court of Justice of the European Union made clear in its ruling in *Protéines France* (C-438/23) that EU law already provides sufficient consumer protection. The evidence is overwhelming: consumers know what they are buying when labels are transparent and qualified.

Further EU-level restrictions would do the opposite of their stated intent. They would introduce fragmentation, create legal uncertainty, and impose heavy rebranding costs especially on SMEs, while confusing consumers who are used to familiar terms. At the same time, they would undermine innovation and investment in one of Europe's most dynamic agri-food sectors. These actions do not help a single farmer in Europe to make a living. On the contrary, it only leads to unnecessary polarisation of the debate on the future of food.

Plant-based foods support Europe's strategic food autonomy and competitiveness. By reducing reliance on imported feed, strengthening local protein production, and offering healthier options, the sector contributes directly to EU goals on food security, sustainability, climate goals, and resilience. Restricting its growth with unnecessary naming bans runs counter to these priorities.

As the alliance representing the entire plant-based value chain, we call on all Members of the European Parliament to reject this amendment in the plenary and to stand with consumers, farmers, and innovators. Europe needs policies that enable clarity, fairness, and innovation, not red tape that takes us backwards.