



## European Alliance for Plant-Based Foods (EAPF) urges policymakers to stick to reason and legal clarity ahead of today's trilogue meeting

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**Brussels** - As the negotiations between the European Parliament, the European Commission and the Council of the European Union enters its final stage at today's trilogue meeting, the European Alliance for Plant-Based Foods (EAPF) calls on policymakers to refrain from adopting any agreement that would create unnecessary red tape, legal uncertainty and confusion amongst consumers.

Recent [analysis by ProVeg International](#) highlights that the proposed naming restrictions, such as banning the familiar terms “burger” or “sausage” for plant-based products, would deeply harm Europe's thriving plant-based sector. This would undermine decades of industry innovation, forcing costly rebranding efforts, and creating unnecessary logistical burden for producers operating across multiple EU markets.

Additionally, the [legal uncertainty regarding the possible unlawfulness](#) of the envisioned restriction would further harm environment for European food businesses and all actors of the value chain, from farmers to retailers.

Public opposition is also clear: [more than 330,000 European citizens](#) signed petitions and open letters calling on policymakers to reject the ban, reflecting widespread concern over potential limits to consumer choice, market fairness, and clarity.

“We urge policymakers to stick to reason and common sense: Don't enact rules that are likely unlawful, disruptive and entirely unnecessary”, says Siska Pottie, Secretary General of the EAPF. “What we need is fair rules and a level playing field with clear, evidence-based rules, not a legal labyrinth that penalises innovation and harms farmers, manufacturers and consumers.”



Instead of moving forward with the ban, the Alliance calls on policymakers to:

- Reject proposals that would ban or restrict the use of familiar denominations for plant-based products.
- Support transparent labelling that informs, rather than confuses or restricts, consumers.
- Promote innovation in the food sector by allowing fair competition and clear communication.

Today's trilogue negotiations has profound impact on the future of Europe's food landscape. At stake is not only the viability of plant-based businesses, but also consumer choice, sustainability objectives and the coherence of the EU's single market. European citizens, retailers, producers and innovators alike deserve regulation that empowers, not punishes, sustainable food systems.

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