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SAFE welcomes new European Commission, calls for action on misleading labelling, labelling of NGTs, food contaminants, UPFs, and social inclusion

SAFE Food Advocacy Europe welcomes the formation of the new European Commission following the vote in the European Parliament. SAFE looks forward to engaging with the teams of Commissioners **Olivér Várhelyi** and **Christophe Hansen**, to continue to work for food safety in the EU.

Secretary General of SAFE Floriana Cimmarusti said: “For the next mandate we urgently need a legislative framework for sustainable food systems, protecting European consumers' health and offering them sustainable food choices. Healthy food should always be affordable, available, and easy to recognise through clear, transparent labelling. We must shift from personal responsibility to systemic accountability.”

Deputy Director of SAFE Luigi Tozzi said: “Food-imports from third countries must be closely monitored to ensure that they meet EU standards for consumers and that they are fair for European producers. At the same time, the EU must support the purchasing power of European citizens and families.”

SAFE demands concrete action on misleading labelling, based on our [recent report](#) proving that **89% of Europeans believe that institutions should better regulate labelling to make it more transparent** and that 85% consider it incorrect to use the word “natural” for products that contain synthetic ingredients.

We expect Commissioner Várhelyi to advance legislation against misleading food labelling and to push for clearly visible information on the presence of Novel Foods and **NGTs**, [as supported by the European Parliament earlier this year](#). We call for the **European Commission** to push forward legislation on food contaminants, [notably acrylamide](#), with [maximum levels considerably lower](#) than



the current benchmark levels. We look forward to learning more about the Commission's plans on ultra-processed foods (**UPFs**), which have a proven

negative impact on health, and on the new Commission's actions to promote **healthier diets, food literacy and social inclusion** among vulnerable groups.

We welcome Commissioner Hansen's pledge to reduce pesticides and promise to support farming regions more consistently, stated during his hearing in European Parliament.

About SAFE

SAFE – Safe Food Advocacy Europe is the only Brussels-based NGO specialised in the protection and representation of EU consumers in the food sector. SAFE strives to ensure safer food standards for consumers, monitoring the EU food legislation process and cooperating with EU stakeholders to draft comprehensive food regulations. SAFE notably supports the development of policies and awareness-raising actions which jointly address health, environment, food safety and sustainability, while at the same time being involved in several EU-funded projects aimed at reducing the environmental impact of the food sector, increasing sustainability and promoting healthier food environments for consumers.