

EC Vision for Agriculture and Food is right to propose direct support to consumers and smaller, more sustainable farming

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Taking note of the Vision for Agriculture and Food laid out by Commissioner Christophe Hansen, SAFE welcomes the announcement of measures to keep consumer prices under control and regarding the targeted support to smaller-scale farming and sustainable farming.

Secretary General Floriana Cimmarusti said:

“It should be clear to everyone that the EU food system is no longer fit for purpose. Last mandate, the implementation of the Farm to Fork Strategy under the European Green Deal was a failure full of broken promises. We support a continued effort to improve the sustainability of our food systems. This will reward the investments sustainable farmers have undertaken so far to protect consumers’ health and the environment. This is a necessary transformation, and it cannot be rolled back.”

SAFE welcomes the announcement of **an annual Food Dialogue with** the food system's actors, especially the fact that it will include **consumers**, a long-due decision that can massively contribute to addressing food affordability.

Deputy Director Luigi Tozzi said:

“Food poverty must be actively fought. Europe must take measures to support the purchasing power of citizens, including social policies, school schemes and food stamps for the most vulnerable households, as in our Food4Inclusion project. We welcome the European Commission’s announcement on this regard. Consumers should not be pushed towards poor food choices. In parallel, we must support territorial development, sustainability, and biodiversity.”

SAFE supports the aim to re-establish the link between food, territory, local cultures and traditions, and seasonality, particularly regarding the [fight against food loss and waste](#), which still presents many legal obstacles in the EU.

The EC is right to want to clear out environmental claims and sustainability labels, as supported by a majority of European consumers, according to our recent [European consumer survey](#). An essential tool for that would be a European definition of plant-based foods, which we strongly call for. 85% of European consumers consider it incorrect to use the word "natural" for products containing synthetic ingredients and 83% demand clear labelling.

We are also satisfied that the European Commission will launch a study on the health impacts of **ultra-processed foods (UPFs)** and we expect it to lead to tangible policy.

Additionally, SAFE calls for better enforcement regarding banned pesticides accessing the EU through imports. Stronger cooperation between DG SANTE and DG AGRI is necessary.

About SAFE: SAFE is the only Brussels-based European Consumer Organization 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.