



EAPF Call to Action

Implementing the conclusions of the Strategic Dialogue on the Future of EU Agriculture

Brussels, November 2024

Introduction

The limitations of the EU's current agricultural model have become increasingly evident, underscored by its vulnerability to climate change and its environmental impact. In this context, there is a need for a transformative transition towards more resilient, sustainable, and equitable food systems. Plant-based foods have a key role to play in this, and it is time for them to take their place as a cornerstone of a healthy and sustainable EU.

The recently concluded **Strategic Dialogue on the Future of EU Agriculture** brought together stakeholders from the European agri-food sectors, civil society, rural communities, and academia. This multi-stakeholder platform agreed on a clear, actionable roadmap to achieving the EU's agricultural goals.

We, at the **European Alliance for Plant-Based Foods (EAPF)**, welcome the outcomes of this Strategic Dialogue. We now urge the European Commission to translate these principles into concrete actions to pave the way for a more sustainable, climate-friendly, and future-proof food system in the EU.

Transition towards plant-based sustainable food systems

In this call to action, EAPF calls on the European Commission to implement the recommendations set out in the conclusions of the Strategic Dialogue on the Future of EU Agriculture and to reiterate their importance in the upcoming Vision for Agriculture and Food in the EU, expected to be presented by the European Commission President von der Leyen within the first 100 days of the new mandate.

1. Supporting consumers in making sustainable choices

Consumers play a vital role in driving the transition towards sustainable food systems. To create positive change, it is essential to empower and support consumers in making healthier, more sustainable choices that align with Europe's environmental and health ambitions. With the



growing public demand for plant-based foods and the well-documented environmental and health benefits of such products, the time is right to support this transition.

The Strategic Dialogue emphasises the importance of implementing policies that encourage more balanced diets, with a greater proportion of plant-based foods. To facilitate the widespread adoption of healthier and more sustainable eating habits, the Dialogue highlights the need for these products to be made more financially accessible and affordable through different incentives. In addition, steps should be taken to improve the framework for public procurement on sustainable foods. For these pricing strategies to be truly effective, they must be paired with educational programs, clear labelling, and responsible marketing to guide consumers in their choice.

We encourage the Commission to implement these measures to promote sustainable food systems and plant-based diets, ensuring that options are accessible, affordable, and attractive.

2. Advancing a Comprehensive Plant-Based Action Plan

To foster food environments where plant-based options are widely accessible, the Commission must prioritise the adoption of a Plant-Based Food Action Plan by 2026, as called for in the Strategic Dialogue's conclusions.

To ensure the development of a comprehensive action plan, the Commission should look for inspiration from [Denmark's Plant-Based Action Plan](#), which enjoyed broad cross-party support in the Danish Parliament. In addition, the Commission should consider the successful policies implemented by other Member States, such as the [Dutch National Protein Strategy](#), to support higher production and consumption of plant-based foods.

Building on these examples, the action plan should establish a clear roadmap for encouraging the production, promotion, and consumption of plant-based foods, with concrete targets and timelines that align with the European Green Deal, the Fit for 55, and the EU's biodiversity, food security, and just transition goals. Such a plan is crucial not only for tackling the climate crisis but also for ensuring food security and public health. To maximise its impact, the plan must ensure fair regulatory conditions and support investments in research and innovation.

The successful transition to a more sustainable, plant-based food system requires broad collaboration across all sectors. As emphasised in the Strategic Dialogue, mechanisms such as an Agricultural Just Transition Fund will be necessary to ensure all stakeholders are adequately supported. Beyond this, the plan should highlight the long-term economic opportunities for farmers that comes with embracing an increasingly plant-based food system.



A well-defined plan would help harmonise efforts across the EU. By setting clear targets, the plan can prompt member states to develop their own national strategies, working in tandem to meet Europe’s goals. This coordinated approach would ensure that the benefits of a plant-based food system is felt across the region.

3. Establishing the European Board for Agri-Food

As EAPF we also emphasise the importance of establishing the European Board for Agri-Food (EBAF) as a vital new consultative body to the European Commission. This board would provide a platform for balanced representation, building on the composition of the Strategic Dialogue on the Future of EU Agriculture. **It is crucial that the plant-based food sector is represented in a future EBAF.**

The inclusion of this sector will help ensure a holistic approach to food system transformation, reflecting the needs and contributions of all stakeholders, including those driving innovation in sustainable, plant-based food solutions.

Conclusion

Together, we can accelerate the transition to more sustainable food systems and meet the EU’s climate, biodiversity, and health goals. In our [Plant the Future manifesto](#), we have already highlighted several key points on which a future plant-based action plan could draw inspiration. We stand ready to collaborate to shape this action plan, ensuring it reflects the needs of all stakeholders—environmental advocates, farmers, consumers, producers, and retailers alike.

About EAPF

The European Alliance for Plant-Based Foods (EAPF) is a coalition of businesses, civil society organisations, and other stakeholders committed to accelerating the transition towards more plant-based sustainable food systems in Europe. Our mission is to ensure a more sustainable food system that supports climate goals, food security, and public health, while fostering innovation and economic opportunities for the plant-based food industry.



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