

# THE PLANT-BASED MANIFESTO

## EUROPEAN VEGETARIAN UNION MANIFESTO FOR THE 2024 EUROPEAN ELECTIONS

### Executive summary



#### Supported by:

Vegetarische Union Österreich - Vegane Gesellschaft Österreich - ProVeg Belgium - Tutmonda Esperantista Vegetarana Asocio (TEVA) - EcoVegAnimals (EVA) - Bulgarian Veg Society - Prijatelji životinja (Animal Friends Croatia) - Životinje bez granica (Animals without Borders) - Česká společnost pro výživu a vegetariánství o.s. (ČSVV) - ProVeg Czechia - Dansk Vegetarisk Forening - Association Végétarienne de France - Vegan France Interpro - ProVeg Deutschland - Vegetarische Initiative e.V. - Hellenic Vegetarian Association - Öko-völgy Alapítvány (Eco Valley Foundation) - Vegetarian Society of Ireland - Associazione Vegan Animalista (AVA) - Gyvi Gali - Vegan Society Luxembourg ASBL - Nederlandse Vegetariërsbond - ProVeg Netherlands - Norsk vegansamfunn - Grønn Framtid - Green REV Institute - Polveg Sp. z o.o. - ProVeg Poland - Associação Vegetariana Portuguesa (AVP) - Centro Vegetariano - Sociedade Portuguesa de Naturalogia - Asociația Veganilor din România - Association of Alternative Food Products Producers (AAFPP) - Sloboda za životinje (Freedom for animals) - Slovenská vegánska spoločnosť - Humanitarno društvo Hrana za življenje - Pasiflora, Asoc. Vegetariana Canaria - Unión Vegetariana Española (UVE) - Svenska Vegetariska Föreningen (SVF) - A Better Future AB - Swissveg - Türkiye Vegan Derneği (TVD) - Vegetarian Society of the UK - ProVeg UK

# The Plant-Based Manifesto

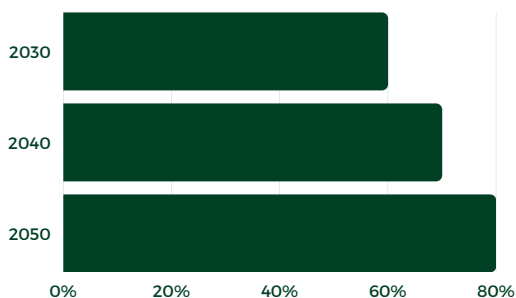
Read the full science-based manifesto here



## Summary of Policy Actions Needed

The 2024 European elections and mandate are pivotal to achieving the 2030 targets of the European Green Deal and the UN Sustainable Development Goals (SDGs). The aim of this manifesto is to address newly elected officials who will take office in the upcoming 2024 term. Elected representatives must design and implement measures to protect people, animals, and nature. Current EU efforts fall short of effectively reducing greenhouse gas emissions and threaten to put the climate and biodiversity SDGs out of reach. Elected officials must show leadership, driving ambitious action for a sustainable future in all EU states.

**Here are the core policy actions that are needed:**



**1. Set successive targets to increase the total share of plant protein** in European Diets to 60% by 2030, 70% by 2040 and 80% by 2050

+ Ensure policy coherence and coordination between files and institutions around agreed targets

## 2. Make sustainable and healthy food accessible and affordable

- Transforming the **Common Agricultural Policy** into a **One Health-based policy**, emphasising sustainable production and promoting healthy diets.
- Ensure equitable fiscal policy by standardising **EU VAT rates for plant-based and animal foods**, with Member States urged to apply lower or 0% rates to whole plant-based foods, fostering health and sustainability.
- Develop an effective **carbon pricing mechanism** for agriculture, especially for animal products that cause the largest proportion of environmental impacts.
- Within investment and R&I programmes, shift funding to **prioritise scaling up sustainable plant-based products**.

## 3. Adopt an ambitious Sustainable Food Systems Framework (SFSF) that:

Sets an **ambitious definition** of sustainable food systems.

Regulates advertising of unhealthy, carbon-intensive foods, **making sustainability-related information more accessible** to consumers and limiting the promotion of these items.



Paves the ground for a **transformation of food environments**, highlighting the role of plant-based foods in public procurement.

Recognises retailers as a bottleneck to sustainable food systems and aims to establish national-level targets for **increasing the share of supermarket sales originating from healthy and sustainable food sources**

Ensures that the plant-based food sector can develop on a level playing field and is not hindered by **conflicting national labelling and denomination rules**.

#### 4. Ensure a just transition when promoting the production of sustainable and healthy food



Increase support to farmers producing plant-based foods and reward sustainable practices.



Allocate a higher share of Cohesion Funds and develop a Just Transition Mechanism to support farmers' transition.

### EMPOWERING EU POLICY FOR PLANT-BASED TRANSFORMATION

#### Why are EU policies not working for sustainable food systems?

- Reports indicate adverse effects on environment and health.
- Current policy is fuelling dietary imbalances and excessive meat consumption.
- Food contributes most to citizens' ecological footprint due to high meat intake.
- Meat production is up 80% while production of plant proteins like pulses has declined since the 1960s.
- EU agricultural sector doesn't follow polluter-pays principle already applied in other sectors to improve sustainability.

#### We believe that plant-based diets present a solution to our defective food systems because:

- Transitioning towards plant-based diets is key for climate change mitigation, health, and food resilience.
- Recognised by EU strategies (Farm to Fork, Biodiversity, Beating Cancer, Drivers of Food Security).
- Supported by 2023 Science Advice for Policy by European Academies (SAPEA).



**Sound policy based on sound evidence**

Find our full references in the scientific-based manifesto available here



The EVU is the umbrella organisation of 46 associations representing plant-based interests across Europe

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