

OUR RECIPE FOR CREATING HEALTHIER AND MORE SUSTAINABLE FOOD SYSTEMS IN THE EU

Unhealthy diets take a toll on health and contribute to climate change. Luckily, most people in Europe are willing to eat more fruit, vegetables, pulses and "less and better" animal products, but they need a hand. We've perfected the recipe to make healthy and sustainable diets the most advertised, available and affordable to consumers... but we need your skills in the policy-making kitchen to get there.



WHAT IS "PUT CHANGE ON THE MENU"?

"Put Change on the Menu" is a coalition formed of The European Public Health Alliance (EPHA), The European Consumer Organisation (BEUC) and Eurogroup for Animals (EFA). It works to ensure more healthy and sustainable diets are supported in EU policy, including by campaigning to improve "food environments" across Member States - the physical, economic, political and socio-cultural contexts in which people engage with the food system and make their food choices.

Learn more about the coalition's goals or the "ingredients" suggested in this document by contacting **Jonathan Sander**:

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to explore the power of food environments and what you can do to influence them

PUT CHANGE ON THE MENU
IS PROUD TO PRESENT ITS

SPECIAL RECIPE



INGREDIENT ONE

A DASH OF DEFINITION

Our amazing chefs (that's you, policy-makers) will define what sustainable and healthy diets require in the EU, and ensure that EU and national legislation empowers people to choose food that's better for animals, people, and the planet.



INGREDIENT TWO

ADDED SPRINKLE OF ADVERTISING

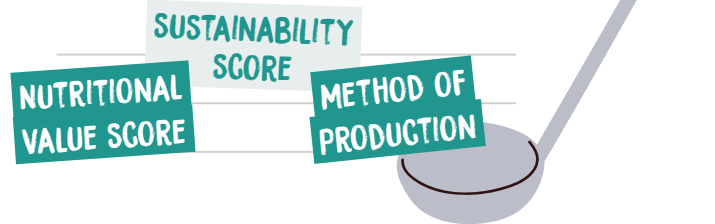
Foods that contribute to sustainable and healthy diets will be the most advertised and promoted in the EU, starting with policy measures to support more plant-rich diets. Binding rules to restrict the marketing of unhealthy foods to children will also be served.



INGREDIENT THREE

A LADLEFUL OF LABELLING

Consumers will be supported to make informed choices as our culinary artists in the Commission mandate an EU-wide, colour-coded label indicating a sustainability score, nutritional value score, and separate animal welfare score based on a Method of Production Plus system.



INGREDIENT FOUR

A PINCH OF PUBLIC PROCUREMENT

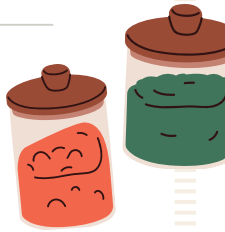
Next up, a little taste of public purchasing power! This will be leveraged to accelerate the sustainable food system transition, by setting mandatory minimum sustainability criteria for public food procurement in institutions like schools and hospitals.



INGREDIENT FIVE

MARINATE WITH MORE ACCESSIBILITY

Sustainable and healthy foods will be made more affordable and available in the EU. The EU's farm subsidies will be repurposed to favour food production that contributes to healthy and sustainable diets, while our sous chefs in Member States will be encouraged to increase the affordability of healthy and sustainable food via national social and fiscal policies.



INGREDIENT SIX

MIX IN SOME MINIMUM REQUIREMENTS

Our chefs will ensure food products are made healthier and more sustainable by design, by setting binding targets to reduce levels of saturated fat, sugars and salt, as well as by ensuring imported food products meet EU requirements, e.g. on animal welfare.

