



To the EUROPEAN COMMISSION, DIRECTORATE-GENERAL FOR AGRICULTURE AND RURAL DEVELOPMENT

Dear Madam, Sir,

Subject: Input for the definition of priorities in the Annual Work Programme for 2022 concerning the promotion of agricultural products

The present input is provided by the “Bread Initiative”<sup>1</sup>.

The bread sector recognises the importance of the EU promotion programs regarding agricultural and food products (internal market). Our sector has, through several initiatives at Member State level, successfully applied and developed National promotion programmes. EU-wide and promotion towards exports has been implemented to a limited extent so far but remain amongst our targets.

Supported by its deep cultural roots, bread is the most fundamental part of the EU citizens nutrition, and is called to play an increasingly important role in the EU journey towards more balanced and sustainable diet. Still, despite these robust assets, bread consumption tends to erode, what is calling for concerted efforts to halt and reverse this trend.

It is of course most sensible that the EU, while preparing its coming work programme on the promotion of agricultural products, seeks to align it with its political priorities, in particular the Green Deal and the Farm to Fork Strategy.

In this context of alignment with the highlights of this strategy (more plant-based diet, less red and processed meat, more fruits and vegetables, more organic), we fear that one important component of a healthy diet is missing: bread.

Bread is indeed a very fundamental form of plant consumption with high nutritional efficiency, resources use efficiency, social acceptability, economic affordability, etc. This is valid for the traditional wheat-based breads, but is also tightly related to the consumption of whole grains (whose increased consumption is clearly one of the strategic directions proposed by the Farm 2 Fork) or other types of cereals whose nutritional dietary and health values are increasingly recognised.

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<sup>1</sup> The “Bread Initiative” is an alliance grouping the EU bread craft producers (CEBP), large producers (AIBI) and their main suppliers including the flour millers (EFM), ingredients (FEDIMA) and yeast COFALEC. Further information available at <https://www.bread-initiative.eu/> or through the individual web sites of the member associations.



We therefore call for the promotion programme, and its future calls, to recognise the bread contribution to the EU political agenda and healthy diet, and so to keep the door open to bread promotions initiatives.

We thank you for your attention and consideration.

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