



Towards national food policies in the EU that support healthy and sustainable consumption

Webinar, 14 May 2025



Agenda

Introduction

14.05 Presentation of the key findings

14.30 Good practices from five European countries

Panel discussion with case study experts

15.00 Questions & Answers

15.20 Policy panel with inputs from Slovenia, France and Denmark

Reflection and closing remarks



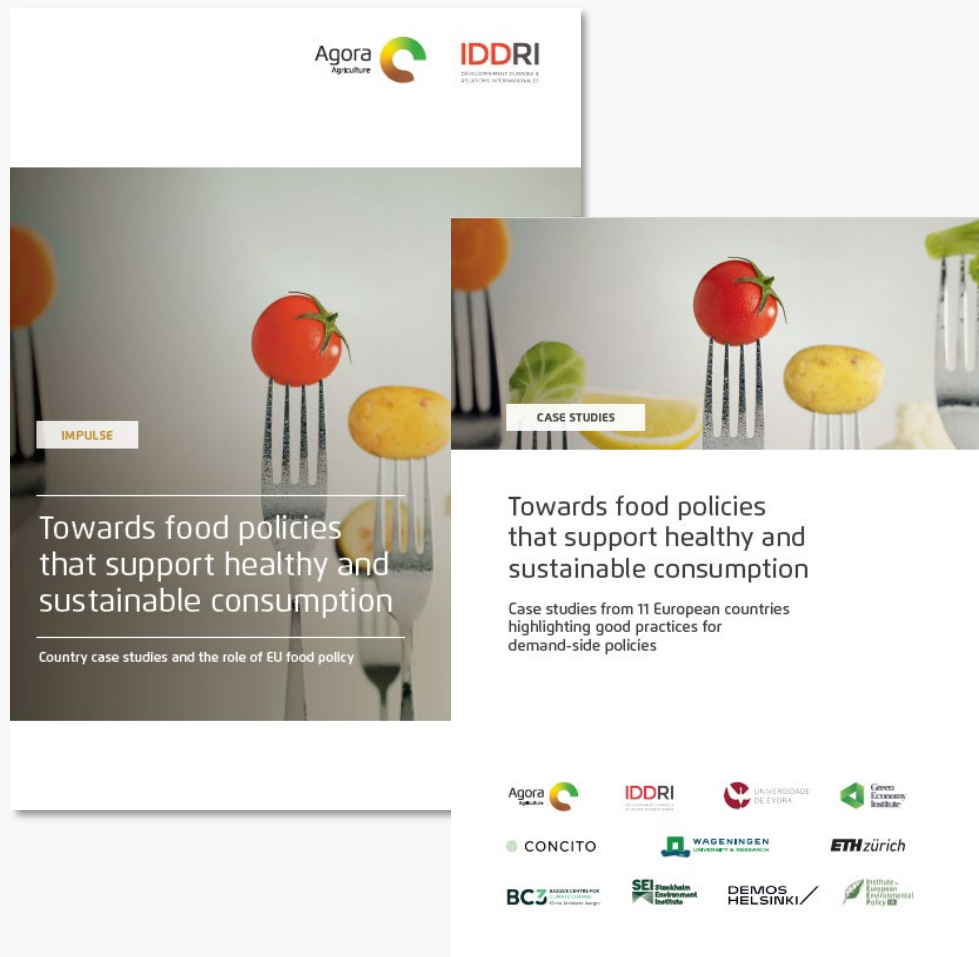
Towards national food policies in the EU that support healthy and sustainable consumption

Webinar, 14 May 2025

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Objective and approach



Objective

- Show the potential of demand-side food policies, important instruments, success factors and good examples at national level
- Reflect on the supporting role of food strategies and EU policies

Approach

- Literature analysis and case studies from 11 countries
- Coordination by Agora Agriculture and IDDRI, collaboration with 9 partners across Europe

Strengthening demand-side food policies and integrated food policy

Currently there are two main gaps in food policy:

- 1) a lack of policies on the demand-side,
 - 2) a lack of coherence/ lack of integrated food policy
- a lack of efficiency and capacity to deliver impact
- need for integrated food policies that build fair food environments

Elements of integrated food policy

Horizontal integration

improve coherence between different policy areas (agriculture, health, climate, social, finance...)

Vertical integration

mutually reinforcing policies across different governance levels (EU, national, regional)

Whole value chain






improve coherence along the value chain – including production, processing and demand side measures

Food policies that build fair food environments

Policies that help to build fair food environments – including case study examples








Availability (physical environment)

-  **FR:** Sustainability requirements for public food procurement
-  **DE & DK:** Support for plant-based foods and alternative proteins
-  **FI:** Food industry collaboration on product reformulation
-  **PT:** Requirements for vegan meals in public food procurement
-  **PL:** «Junk food ban» in schools







Affordability (economic environment)

-  **SE:** Free school meals
-  **PL:** Subsidies to restaurants that offer budget meals
-  **ES:** Temporary 0% VAT on fruit and vegetables
-  **FR:** Greening food aid; experimenting with citizen-led food funds
-  **UK:** Introducing a soft drink levy and regulating price promotions of unhealthy products







Appeal (socio-cultural environment)

-  **UK:** Restrictions on advertising of food high in salt, sugar or fat
-  **NL:** Interventions addressing social norms to reduce waste
-  **DK:** Mobilising chefs to put New Nordic Diet in practice
-  **FI:** Working with local opinion leaders for a public health intervention



Information (cognitive environment)

-  **DE & DK:** Update of dietary guidelines that integrate health and environmental considerations
-  **DK:** Climate label
-  **ES:** Legal framework against food waste including sectoral agreements and education
-  **FI:** Educational campaigns to promote healthier consumption habits

Information is not enough: policies need to address the broader food environment

There is no silver bullet: policies work best in packages across the 4 dimensions

Success factors for developing and implementing demand-side food policies

- **Responding to food and diets as politically sensitive issues**

- Legitimacy of demand-side food policies

- **Gradually sequencing interventions**

“Food policy is too politically sensitive!”

- **Dealing with the complexity of integrated food policies**

“Food policy is too complex!”

- **Governance arrangements to link food policy across sectors and departments**

- Development of policy packages

- Data collection, progress monitoring and evaluation

- **Managing diverging interests**

“There are too many diverging interests!”

- Stakeholder engagement processes

- **Developing collaboration along the food chain and across sectors**

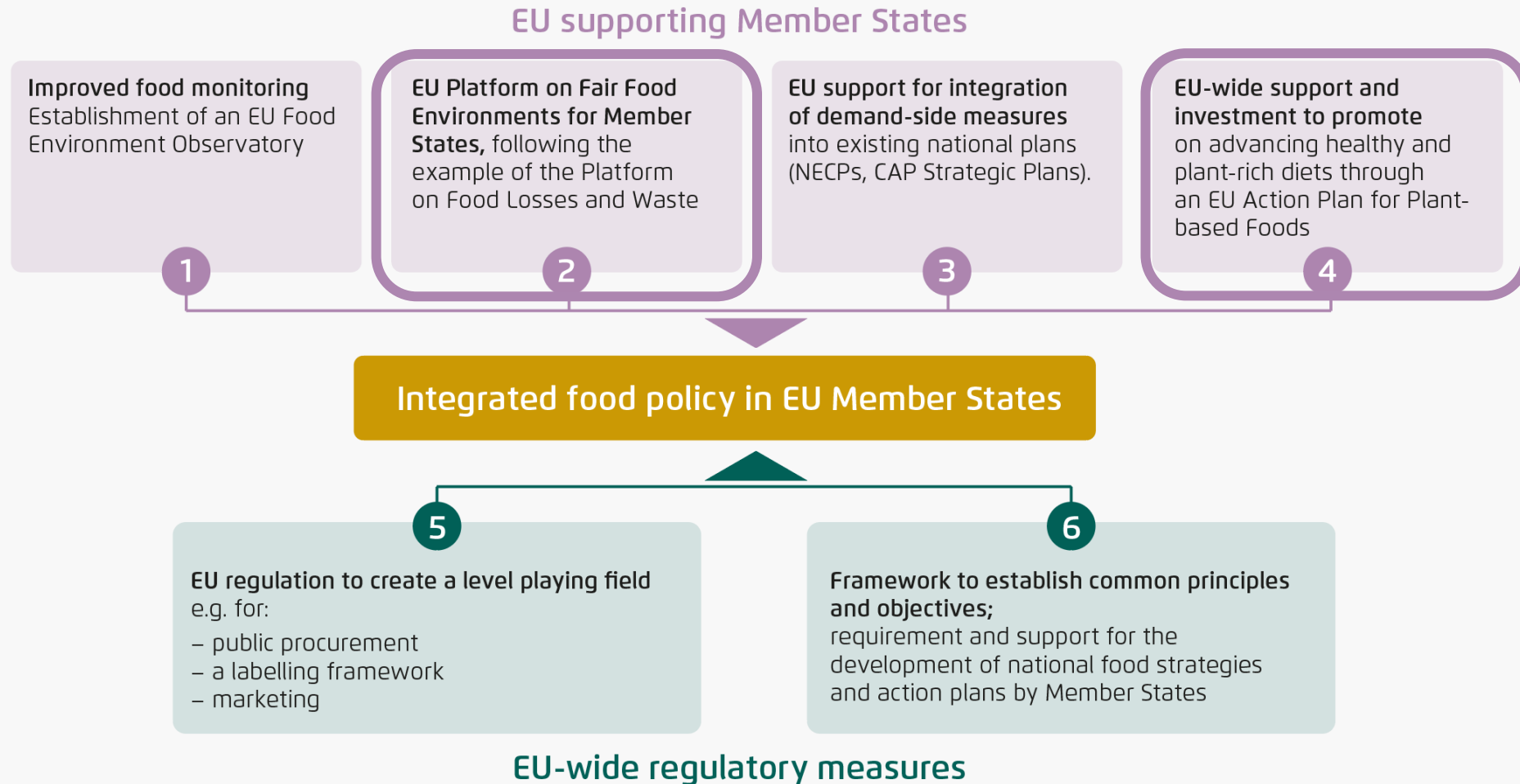
Role of National Food Strategies



Cover pictures of recent Food and Nutrition Strategies: Germany (2024), Spain (2025), Switzerland (2025) and Austria (2024)

- Food strategies offer a space for negotiation on a shared vision and measures, but are neither a prerequisite nor a guarantee for an impactful food policy
- Currently a very dynamic development of food strategies in Europe

The role of EU policy to support demand-side food policy on national level



Key Findings

- 1 Changing food consumption patterns has significant potential to help solve pressing challenges related to the food system.** These include reducing greenhouse gas emissions, improving public health as well as strengthening food security and strategic autonomy. To realise this potential, demand-side food policies are an essential tool.
- 2 Demand-side policies can help create fair food environments by improving food-related competences and the availability, affordability, and appeal of healthy, sustainable options.** This moves the focus from individual responsibility towards shaping the conditions in which choices are made.
- 3 Promising examples of demand-side policies are emerging across Europe, offering inspiration for EU Member States.** Important policy instruments include public food procurement and product reformulation, labelling and information, marketing and advertising rules and fiscal measures such as taxes and other incentives.
- 4 National food strategies and supportive EU-level frameworks can help governments to advance effective demand-side food policies.** The development of national food strategies offers a space for negotiation on a shared vision and measures. EU policies can support national policy makers, e.g. through sharing of best practices and regulatory measures that support a level playing field across the single market.

Thank you for your attention!

Do you have any questions or comments?

For further questions you can also contact us:

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Case study focus areas of the policy brief and contributing partners

Country	Contributing partner	Good practice policies analysed
 France	IDDRI	<ul style="list-style-type: none"> — Sustainability in public food procurement — Social policy: greening food aid and developing alternatives
 Germany	Agora Agriculture	<ul style="list-style-type: none"> — Developing a food strategy: building momentum — Support for alternative proteins
 Netherlands	WUR	<ul style="list-style-type: none"> — Food loss and waste reduction — Alternative proteins
 Finland	Demos Helsinki	<ul style="list-style-type: none"> — National food strategy iterations — A public health intervention using a community approach: the North Karelia Project
 Denmark	Concito	<ul style="list-style-type: none"> — Dietary guidelines for health and climate — Climate data in procurement and labelling — Promotion of plant-based foods and alternative proteins
 Poland	IZG	<ul style="list-style-type: none"> — Health policy interventions: sugar tax and junk food ban in schools and kindergartens — Social policy for combating food poverty
 Portugal	University of Evora	<ul style="list-style-type: none"> — Mandatory vegetarian options in public canteens
 Sweden	SEI	<ul style="list-style-type: none"> — Free and more sustainable meals in schools — Organic food in public procurement
 Spain	BC3	<ul style="list-style-type: none"> — Food Chain Law — 0% VAT on fruit and vegetables — Food Waste Law
 UK (Non-EU)	IEEP UK	<ul style="list-style-type: none"> — Process of setting up recommendations for a food strategy — Dietary policy addressing obesity: soft drink levy and restrictions on the promotion of food high in fat, salt and/or sugar — Regional and local food policy
 Switzerland (Non-EU)	ETH Zurich	<ul style="list-style-type: none"> — Involving experts and citizens to formulate integrated food policy recommendations

Good practices from five European countries

Panel discussion with case study experts

- **UK:** Ben Reynolds (IEEP UK)
 - **Denmark:** Michael Minter (CONCITO)
 - **Netherlands:** Dr. Hilke Bos-Brouwers (Wageningen University & Research)
 - **Sweden:** Jonna Wiklund (Stockholm Environment Institute)
 - **Poland:** Adrianna Wrona (IZG/Green Economy Institute)
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Policy Panel

- **Slovenia:** Dr. Ana Frelih-Larsen (Minister's Cabinet, Ministry of Agriculture, Forestry and Food, Slovenia)
 - **France:** Erwan de Gavelle (Head of Unit in the Ministry of Agriculture and Food Sovereignty)
 - **Denmark:** Mads Frederik Fischer-Møller (Senior food policy advisor, Danish Ministry of Food, Agriculture and Fisheries)
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