

## **AESGP believes consumer empowerment in the food system is essential to ensure healthy and active European citizens**

### **AESGP reaction to European Commission's Farm to Fork Strategy release**

AESGP welcomes the Communication of the European Commission on the Farm to Fork Strategy, for a fair, healthy and environmentally friendly food system, as well as the release of the Staff Working Document on the REFIT evaluation of the EU legislation on nutrition and health claims on foods and how plant substances used in foods are regulated in the EU.

AESGP agrees that delivery on Green Deal objectives will need to impact food systems, for them to become more sustainable, while still ensuring food security and safety for the European population. AESGP is aligned with the European Commission's aim for consumer protection, by ensuring that science-based information is conveyed to empower consumer choice, and by opposing to inaccurate or misleading marketing features. In fact, consumer empowerment will be essential in this Strategy, which AESGP considers to have a decisive role for the adoption of healthy lifestyles and behaviours, leading to a society of healthier and more active European citizens.

AESGP members aim at the utmost quality, safety and efficacy of their products. As representative of European producers of non-prescription medicines, self-care medical devices as well as of food supplements, AESGP closely follows the developments related the use of health claims and to food safety regulatory framework on nutritional and physiological substances (including plants and their preparations) used in foods.

AESGP is willing to continue to collaborate with the European Commission by contributing to a strategy that delivers a robust food system, that is prepared for the healthcare and environmental challenges of today, and that is resilient to withstand periods of crisis. AESGP is looking forward to actively participate as a stakeholder in the next steps required to accomplish the targets of the Farm to Fork Strategy.

*Brussels, 20 May 2020*