

EU protein and livestock package: robust and diversified protein value chains are key for a competitive and resilient agri-food system

EuroCommerce, representing Europe's retail and wholesale sector, appreciates the European Commission's decision to address livestock and plant proteins together, recognising that Europe's food security, strategic autonomy and economic resilience depend on robust and diversified protein value chains

"Publishing these initiatives together sends a strong signal that Europe's future protein system must be built on diversity, innovation and resilience," said Christel Delberghe, Director General of EuroCommerce. *"Protein diversification is about building a broader, stronger and more resilient food system that can respond to changing consumer expectations, environmental pressures and global market developments."*

EuroCommerce underlines the vital role of livestock farming in the food system contributing to balanced diets, rural economies and food production. The association supports the Commission's plans to strengthen risk-management tools, encourage investment in sustainability and digitalisation, improve animal health and develop harmonised methodologies for measuring farm-level emissions. EuroCommerce is actively engaged in the proposed voluntary on-farm Sustainability Compass, which aims to help farmers benchmark progress and demonstrate continuous improvement. The association further welcomes the Commission's intention to review animal welfare legislation to reflect evolving consumer expectations. At the same time, the association stresses that new requirements must remain proportionate, practical and workable for farmers while maintaining high production standards.

On plant proteins, EuroCommerce notes the Commission's efforts to strengthen European value chains and create opportunities for innovation and growth. The association emphasises that success will depend on involving the entire food supply chain, the importance of involving the entire supply chain, from farmers and processors to retailers, wholesalers, food-service operators, consumers and civil society.

Retailers and wholesalers are already expanding access to a broader range of plant-based protein products in response to growing consumer interest and as part of their sustainability commitments. A [recent EuroCommerce report](#) among retailers shows that protein diversification will succeed if consumers are offered high-quality, affordable and attractive products across the Single Market.

"To turn ambition into results, the EU must focus on the right framework conditions: a strong Single Market, regulatory simplification, legal certainty, support for innovation and a clear focus on consumer demand", Delberghe said.

EuroCommerce calls on policymakers to create a supportive framework that mobilises public and private investment, facilitates access to innovation and knowledge-sharing, and enables both livestock and plant-protein value chains to develop and thrive.

“A competitive, open, sustainable and consumer-focused food system requires strong livestock and plant-protein value chains,” Delberghe concluded. “We look forward to working with policymakers and stakeholders to build a more resilient, innovative and diversified European protein economy that benefits farmers, businesses, consumers and rural communities alike.”

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Contact:

Daniela Haiduc | Director of Communications, haiduc@eurocommerce.eu

EuroCommerce is the principal European organisation representing the retail and wholesale sector. It embraces national associations in 28 countries and 5 million companies, including leading global players and many small businesses. Over a billion times a day, retailers and wholesalers distribute goods and provide an essential service to millions of businesses and individual customers. The sector generates 1 in 7 jobs, offering a varied career to 26 million Europeans, many of them young people. It also supports millions of further jobs throughout the supply chain, from small local suppliers to international businesses. EuroCommerce is the recognised European social partner for the retail and wholesale sector.

Further reading

- EuroCommerce [guiding principles](#) for the EU Livestock Strategy.
- Protein Diversification in Retail and Wholesale - An [informative report](#) for grocery retailers and wholesalers, and their stakeholders
- EuroCommerce contributed to the [public consultation](#), and the [Impact Assessment survey](#) on the modernisation of on-farm animal welfare legislation.
- EuroCommerce [State of Grocery Retail report](#).