



# EDITORIAL

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**Dear Readers,**

**Welcome to the third edition of the  
“More Than Food” newsletter.**

They say, “We are what we eat”. We believe that, as the food we consume tends to impact our overall well-being, we must make it a point to make informed choices. Picking only the best ingredients will allow you to make a delicious plate full of joy and health and add more reliability to what we eat. The quality, authenticity, safety and sustainability of the products gives them a strong foundation and should be the basis of all your food choices.

The agricultural products that come from the European Union (EU) are more than just food

and drinks. Besides having a strong heritage passed on through generations, they are a collection of flavours, bursting with character that is traceable back to rich origins. Every product from the European Union is qualitatively authentic and a sustainable choice that consumers can make today.

We are happy to announce that a wide range of these products are now available in India! Sit back and enjoy, it's all from Europe!

The Editorial Board.



**EUROPEAN UNION**





# WHAT MAKES EU FOOD AND DRINKS THE IDEAL CHOICE OF PRODUCTS?

The EU is home to vibrant rural areas that produce agricultural products that are safe and of good quality. All EU products are used in traditional and authentic recipes that have become famous in menus around the world. But before they can make their way into supermarkets or in our meals, they pass

through rigorous production methods covered by some basic EU farming principles.

Let's understand the process that merits the selection behind choosing EU products.



# THE PARTNERSHIP BETWEEN EUROPE AND ITS FARMERS

The Common Agricultural Policy (CAP) is a partnership between agriculture and society and a common policy for all EU Member States, and farmers. The richness and diversity of Europe's farmlands mean that European agri-products are valued not only as versatile ingredients, but also for their contribution to a healthy, nutritious and sustainable diet, as well as – increasingly – their relatively low environmental and climate impact. One of the reasons for this is the Common Agricultural Policy (CAP), which is a partnership between agriculture and society and a common policy for all EU Member States, and farmers. A framework such as this helps EU farmers to organise their production and produce safe, sustainable, and excellent products.



## HOW DOES THIS BENEFIT INDIAN CONSUMERS?

Strict standards guarantee only high-quality European food and beverages reach the consumers.

"The CAP will play a key role in the transition towards sustainable food systems, with increased ambition for climate, environment, and animal welfare. The new tools introduced, combined with the new way of working, will

result in a better targeted and efficient performance in that field. Furthermore, Member States are required to explain in their strategic plans how they will make use of the CAP, in accordance with their local conditions and needs." Commissioner of Agriculture, Mr. Janusz Wojciechowski

## THE ORGANIC JOURNEY

The EU is one of the world's leading producers and net exporter of agri-food products. Due to its exceptional agricultural resources, the EU plays a key role in ensuring global food security.

Therefore, the EU promotes organic farming,

an agricultural method that produces food using natural substances and processes. Organic farming has limited environmental impact as it encourages the responsible use of energy and natural resources, the maintenance of biodiversity, preservation of regional ecological balances and encourages a



high standard of animal welfare.

Organic farming is governed by EU laws, that are designed to provide a clear structure to produce organic goods across the EU. The aim is to provide consumers with trustworthy organic products while providing a fair marketplace for producers, distributors, and marketers.

Organic goods can be easily differentiated

by the organic logo. This makes it easier for businesses to identify them and helps farmers to market them across the EU. A product can only carry this label if 95% of its ingredients come from organic farming and if the other 5% meet stringent additional conditions. This means that they have fulfilled strict conditions on how they are produced, transported, and stored.

## FROM FARM TO FORK



The European Commission's Farm to Fork (F2F) strategy was launched as part of the European Green Deal. It intends to transform the entire food system, going beyond just agricultural policy. The strategy will drive innovation in sustainable agricultural techniques, allowing businesses to bring safe and quality ingredients to consumers.

The European Union promotes innovative, sustainable, and rigorous farming processes, where as a result, restaurants, importers or coffee shops can offer consumers all over the world authentic and delicious ingredients, with the assurance that they were produced to the safest and highest-quality standards.

## WHAT'S COOKING?

In a bid to continue the momentum of conversations around European Union's More Than Food campaign and keep the consumer acquainted with EU's commitment to safety, quality, authenticity and sustainability in sourcing their ingredients, the European Union will host two events next month with a

focus on the best of beer & spirits, and olive oil that the European Union has to offer.

Stay tuned to more updates on upcoming activities and all that the European Union has to offer.

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