



Our Food Transition Strategy

summary

As stated in the EPC report by former fellow Michele Galli: *Europe's protein food systems are out of balance. High animal consumption and dependence on imported feed expose the EU to price shocks threatening food affordability. These trends, furthermore, heighten climate risks and drive biodiversity loss. Diversifying the protein mix – scaling plant-based, fermentation-derived and cultivated options while improving animal husbandry and reducing herd sizes – offers a credible route to lower emissions and land use, reduce external dependencies and strengthen competitiveness¹*

Lasting change requires improvements across the entire production chain and will take decades. Our programs are designed to accelerate that process. A key strength of our first two cohorts was agenda-setting, knowledge dissemination, coalition building, and increasing the capacity of organizations that already had momentum.

We invite projects that: (1) Measurably contribute to lowering animal protein consumption in the EU through policy change or value chain collaboration for non-animal protein products², and that (2) work directly or indirectly toward a specific EU policy file.

Key levers for this edition:

1. **Public sector innovation funding:** Europe risks losing its competitive edge in sustainable protein innovation due to insufficient EU funding for research, development, and shared production scaling infrastructure.
2. **Streamlined market access for novel proteins:** Improving the speed and efficiency of the EU novel food application process (EFSA) addresses a key bottleneck for food innovation.
3. **Value chain collaboration:** Strengthening coordination from farmers to consumers is needed to improve the financial viability of sustainable proteins and stimulate diversification across the chain.
4. **A just transition for farmers:** No lasting solution exists without a profitable alternative to intensive animal agriculture, from new animal-free business models to a just transition fund.
5. **Innovative subsidies and regulations:** A more transition-oriented distribution of subsidies and regulations would create better incentives for protein diversification.
6. **Structural institutional demand:** collaborating with major food purchasers, including through public procurement, large caterers, and ready meal reformulation, is one of the most powerful levers for demand-side market development.
7. **Consumer food environment reform:** consumer choices are highly influenced by outdated health advice, food labelling standards, choice architecture, cooking skills and access to appropriate ingredients. Facilitating better options for consumers is crucial to facilitating dietary shift.

¹ <https://www.epc.eu/publication/getting-to-the-meat-of-protein-diversification-in-the-eu/>

² Focused on plant-based, fermentation derived and cultivated meat mimics, and protein crops for human consumption



Relevant policy files:

- EU Protein Plan
- European Biotech Act I and II
- Bioeconomy Strategy
- Framework Programme 10 (Horizon Europe 2028-2034)
- Common Agricultural Policy 2028-2034
- Common Fisheries Policy 2028-2034
- Common Market Organisation regulation (labelling, denominations, protein crops)
- Multiannual Financial Framework 2028-2034
- Omnibus simplification packages
- EFSA reform and novel food application procedure
- EU Public Procurement Directives revision

Placement Selection

We favor Host Organizations with a focused placement objective over broader, more holistic goals. Clarity on how success is measured and where a project fits in the wider ecosystem will be prioritized. Organizations will be allocated to hosting tracks based on group composition, the link with our strategy, and the impact potential of the proposal. We acknowledge that not all valuable advocacy work can be easily measured, and that valuable advocacy can be steps removed from concrete policy asks if they focus on narratives and coalition building.

We are building a cohort that reflects the diversity of food transition stakeholders bringing together think tanks, value chain representatives, industry associations, and sustainability, health, animal welfare, consumer and agriculture advocates. By fostering collaboration among these stakeholders, we aim to strengthen coordination across the policy space and build momentum for systemic change. For a look at previous cohort organizations, please see [our website](#).

How We Measure Success

In the short term, we look for stronger stakeholder collaboration, tangible progress on policy levers, and meaningful steps toward reducing reliance on intensive animal agriculture. At the program level, we track how many fellows and volunteers go on to build careers in the food transition field. In the long term, we measure our success by the improvement of lives and the reduction of suffering for humans and animals alike, now and in the future.