

# FEAST

Food  systems that support transitions to healthy  and sustainable  diets

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[www.feast2030.eu](http://www.feast2030.eu)



24/04/26

# Europe's Weird & Unjust Food Systems...

## People<sup>1,2</sup>: LOSE

- Poor-quality diets - leading cause of death and a top contributor to NCDs
  - NCDs: ~75% of all diseases in Europe
  - NCDs: ~ 85% of all deaths in Europe
- Entrenching health inequalities
  - 8.5% people unable to afford meal w/meat, fish, vegetarian equivalent every other day
  - 19.4% for people at risk of poverty

## Environment<sup>2,3</sup>: LOSE

- 30% of EU GHG emissions
- 54% of EU methane emissions from agriculture
- 39% of EU's total land area for agriculture
- 60% of total water use

## Public Sector/Society<sup>1</sup>: LOSE

- EU governments spend about €700 billion/year to treat NCD
  - ~70% of the ~€1 trillion (7-10% of GDP) EU governments spend annually on healthcare
- Cost of overweight/obesity to increase from \$2 trillion to \$4 trillion by 2035

## Large Multinationals<sup>1</sup>: WIN

- Processed foods sales: ~\$350 billion, ~7% profit margin
- Soft drinks – sales: ~\$100 billion, ~14% profit margin
- Fast food – sales: ~\$75 billion, ~13% profit margin

***Hidden costs of global agrifood systems worth at least \$10 trillion<sup>4</sup>***

1. <https://www.frontiersin.org/journals/sustainable-food-systems/articles/10.3389/fsufs.2022.1039127/full>

2. <https://www.urbanagenda.urban-initiative.eu/news/feeding-future-how-cities-can-shape-europes-food-systems>

3. <https://www.eea.europa.eu/en/topics/in-depth/agriculture-and-food?activeTab=fa515f0c-9ab0-493c-b4cd-58a32dfaae0a>

4. <https://www.fao.org/newsroom/detail/hidden-costs-of-global-agrifood-systems-worth-at-least--10-trillion/en>



# Navigating hurdles to better food systems & health

## Narrow Views on Food Security

**Draghi Report**<sup>1,2</sup>: "Europe's economic security could be undermined, for example via lower **food security (lack of fertilisers and pesticides)**."

- No chapter on health, only on Pharma (Part B – Section 9)

But Mr Draghi, food security is much more than just access to fertilisers and pesticides  
& health is much more than just pharmaceuticals!!

**EC Vision for Agriculture and Food**<sup>3</sup>: no mention of food security (the holistic FAO version, not just food production)

## Stark Power Imbalances

*In the EU, about 1,200 times more public funding and three times more lobbying money goes to animal-source food products.*<sup>4</sup>

*Corporate power in food systems is highly concentrated, allowing a relative small group of people to shape food systems in a way that serves the ultimate goal of profit maximization instead of the public good.*<sup>5</sup>

1. [https://commission.europa.eu/topics/strengthening-european-competitiveness/eu-competitiveness-looking-ahead\\_en](https://commission.europa.eu/topics/strengthening-european-competitiveness/eu-competitiveness-looking-ahead_en)

2. [https://commission.europa.eu/document/download/ec1409c1-d4b4-4882-8bdd-3519f86bbb92\\_en?filename=The%20future%20of%20European%20competitiveness\\_%20In-depth%20analysis%20and%20recommendations\\_0.pdf](https://commission.europa.eu/document/download/ec1409c1-d4b4-4882-8bdd-3519f86bbb92_en?filename=The%20future%20of%20European%20competitiveness_%20In-depth%20analysis%20and%20recommendations_0.pdf)

3. [https://agriculture.ec.europa.eu/overview-vision-agriculture-food/vision-agriculture-and-food\\_en](https://agriculture.ec.europa.eu/overview-vision-agriculture-food/vision-agriculture-and-food_en)

4. [https://changingmarkets.org/report/the-new-merchants-of-doubt-how-big-meat-and-dairy-avoid-climate-action/?mc\\_cid=5cb92de9a0&mc\\_eid=07a75ecb56](https://changingmarkets.org/report/the-new-merchants-of-doubt-how-big-meat-and-dairy-avoid-climate-action/?mc_cid=5cb92de9a0&mc_eid=07a75ecb56)

5. <https://www.ohchr.org/en/documents/thematic-reports/a80213-corporate-power-and-human-rights-food-systems-report-special>



Make it **easy** for **all people in Europe** to eat  
**delicious, healthier and more sustainable food**

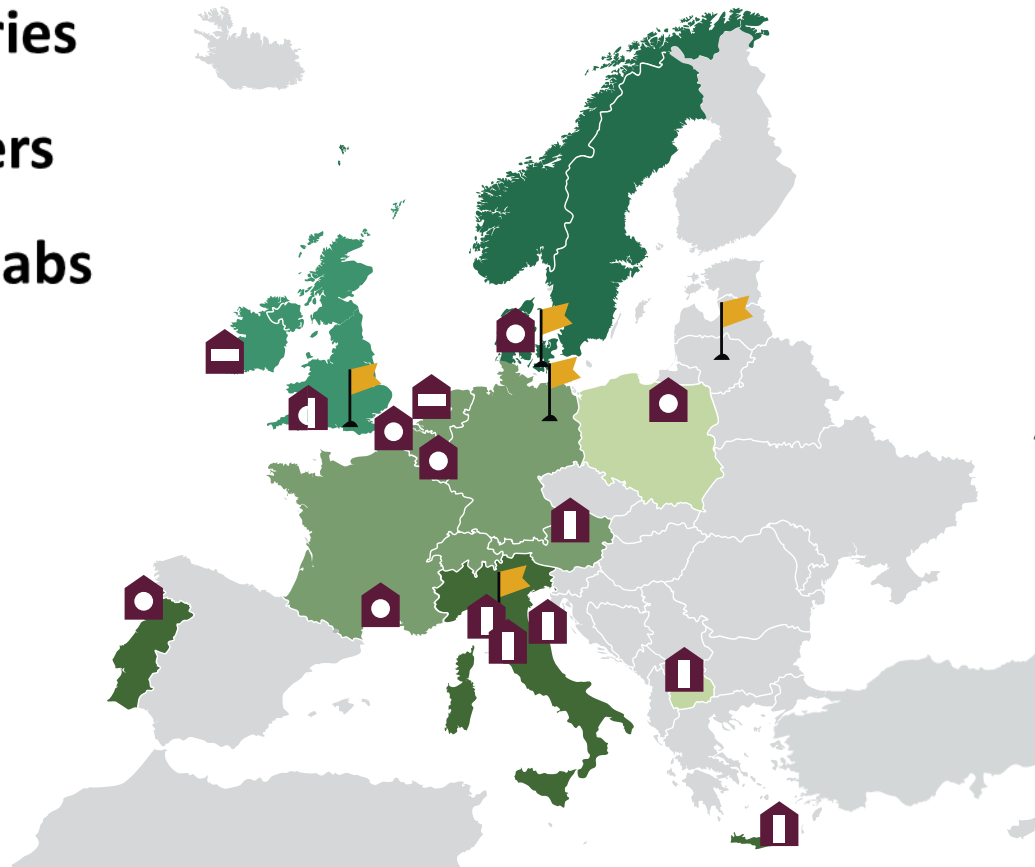


# FEAST Consortium

15 countries

35 partners

13 living labs



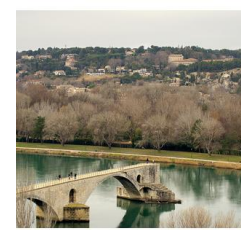
## LIVING LAB



- Anglosaxon group**  
Cork Oxfordshire (GFO)
- Central European group**  
Rotterdam (ROT) Avignon (AVI)  
Leuven (LEU) Ghent (GEN)  
LEADER Region Weinviertel-Donauraum (LEA)
- Scandinavian group**  
Guldborgsund (GUL)
- Southern group**  
Alto Minho (CIM) Sitia (SIT)  
Lucca Valli Etrusche (TNO)
- Eastern European group**  
Lodz (UL) Prilep (PRI)

## ASSOCIATED SITES

- Berlin
- Bologna
- London
- Kaunas
- Stockholm



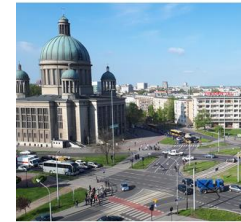
Avignon



CIM Alto Minho



Ghent



Lodz



Oxfordshire



Prilep



Guldborgsund



LEADER Weinviertel



Leuven



Rotterdam



Tuscany



Sitia





# FEAST: Sewing together a Food System Policy Patchwork

- Common Agricultural Policy (CAP)
- Public Procurement Directive
- Safe Hearts Strategy
- Sustainable Livestock Strategy
- Protein Strategy
- Common Market Organization (CMO)
- Nutrition and Health Claims Regulation
- EU Vegetables, Fruit and School Milk Scheme
- Organics Regulation Food Additives and Fortification Regulation



- Food Information to Consumers
- Trade agreements and adjacent files (Mercosur, India, UTP, CBAM)
- R&D&I Investments like EU Horizon
- EU Code of Conduct on Responsible Food business and Marketing Practices
- EU Food Waste Strategy
- Food preparedness strategy
- Bioeconomy strategy
- Biotech Act

<https://www.investmentofficer.lu/en/news/patchwork-quilt-european-taxes-wealth-expands>

# What shapes food choices in Europe?

*27 countries. 27,000+ responses.*

<https://feast2030.eu/eu-dietary-behaviour-survey>

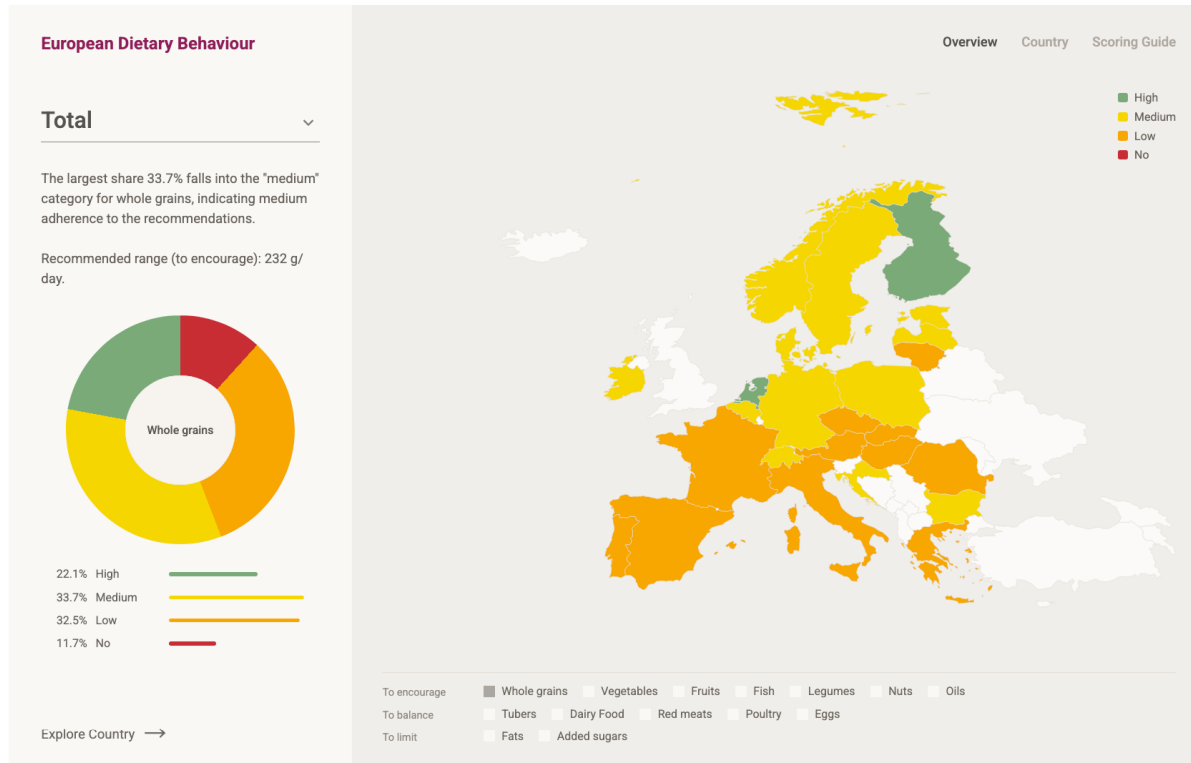
A large-scale study across 27 EU countries comparing reported food consumption to the EAT-Lancet benchmarks.

- What shapes our food choices?
- Barriers to Healthy Eating
- Policy & Practice Implications



## Interactive Dashboard

- Explore country-level responses
- Explore different planetary health diet food categories





# FEAST: Low hanging fruit (& vegetables!) Europe's Voters WANT!!!

We asked 27,000 European Voters about policies important to them & the Result was...

## COMMON SENSE!

0% VAT on Fruits/Veggies



Ban Sales of energy drinks to under 18s



Higher taxes on high added sugar products



Environmental sustainability labels







# Multilevel Governance:

## Rebalancing Power

### Power over

*ability to influence or coerce*

### Power to

*organise and change existing hierarchies*

### Power with

*power from collective action*

### Power within

*power from individual consciousness*

#### FOOD SYSTEM POLICY GOAL

#### EXAMPLES

Fairness & transparency

##### ***Across the food value chain:***

- Implement transparency disclosure requirements and stricter conflict of interest standards
- Develop norms to regulate Corporate Social Responsibility practices and their interference in Public Health policies
- Protect scientific publications from corporate influence, focusing especially on clear funding and Conflict of Interest disclosures

Level playing field

##### ***Across the food value chain:***

- Especially at EU level, address the inequality in access to institutions between industries and civil society organisations<sup>24</sup>
- Prevent “revolving doors” between big corporations and important governmental positions
- Focus on mandatory regulations versus self-regulatory approaches favoured by the industry

Preventing wealth capture

##### ***Across the food value chain:***

- Regulate tax havens, tax evasion, profit repatriation and implement progressive corporate taxation

Protecting population health

##### ***Producers and Retailers:***

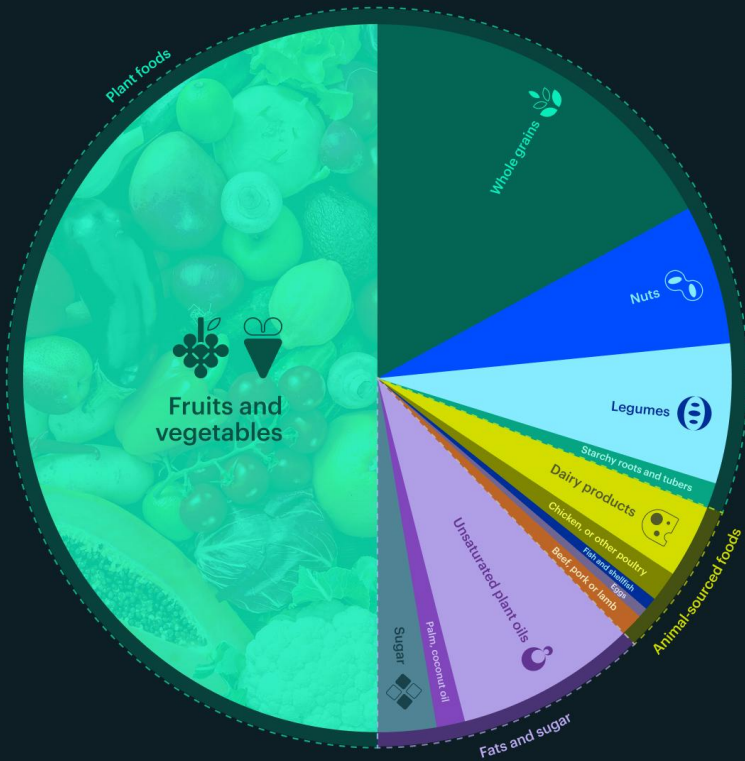
- Implement taxes on foods high in sugar, salt and fat (HFSS)
- Regulate predatory marketing, especially targeted to children, on all media and especially in digital platforms

Healthy food ✦ accessible  
to all—produced,  
processed, distributed,  
and consumed fairly ◉  
within planetary  
boundaries ✨



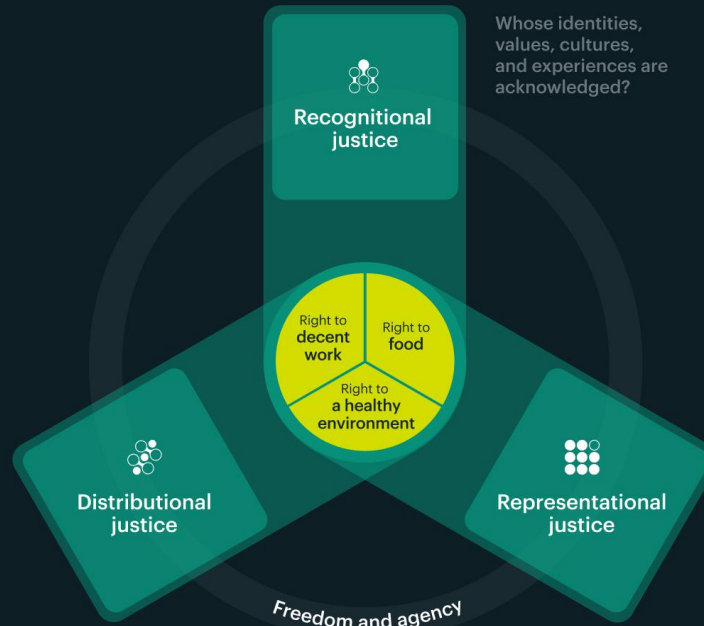
# FEED

## Healthy Diets



# CARE

## Social Foundations



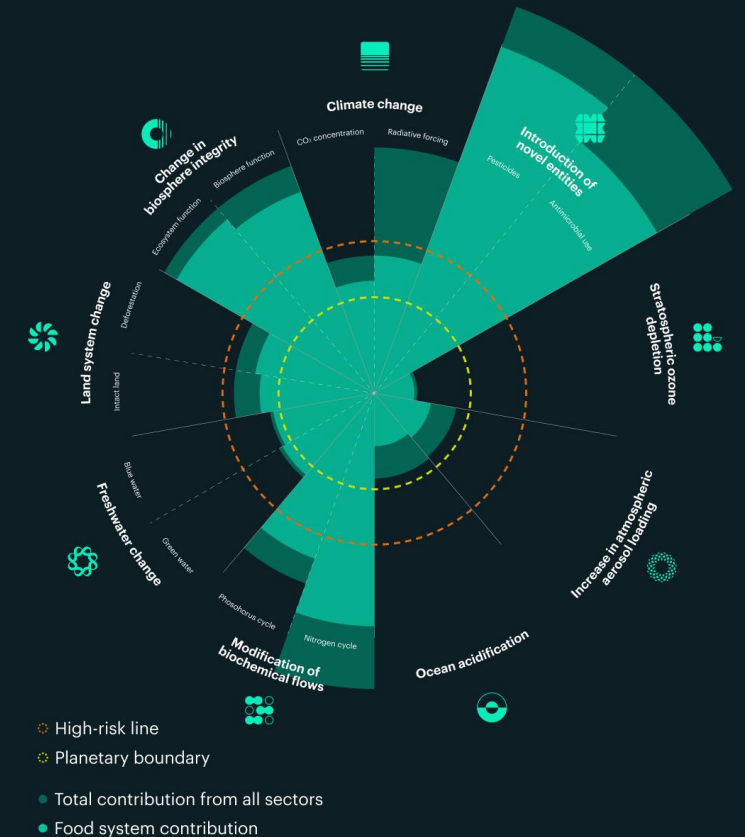
Whose identities, values, cultures, and experiences are acknowledged?

Who gets what, and how fairly are resources, risks, and benefits shared?

Who has a voice in decision-making processes?

# PROTECT

## Food System Shares of the Planetary Boundaries



- High-risk line
- Planetary boundary
- Total contribution from all sectors
- Food system contribution

# The Safe And Just Space For Humanity

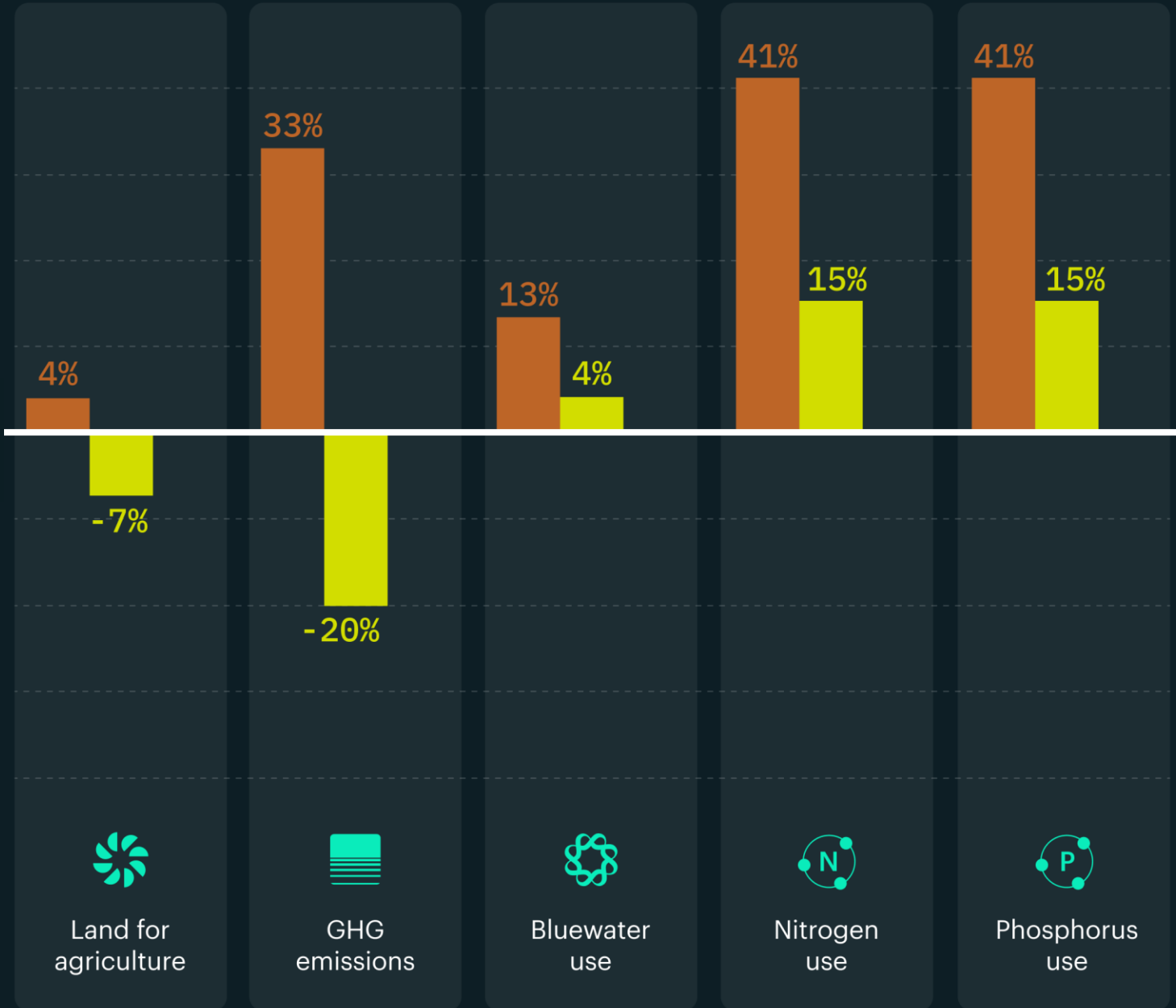
## Global Population Distribution Among Planetary Boundaries And Social Foundations



# Modelling To 2050

## Key Interventions For Environment

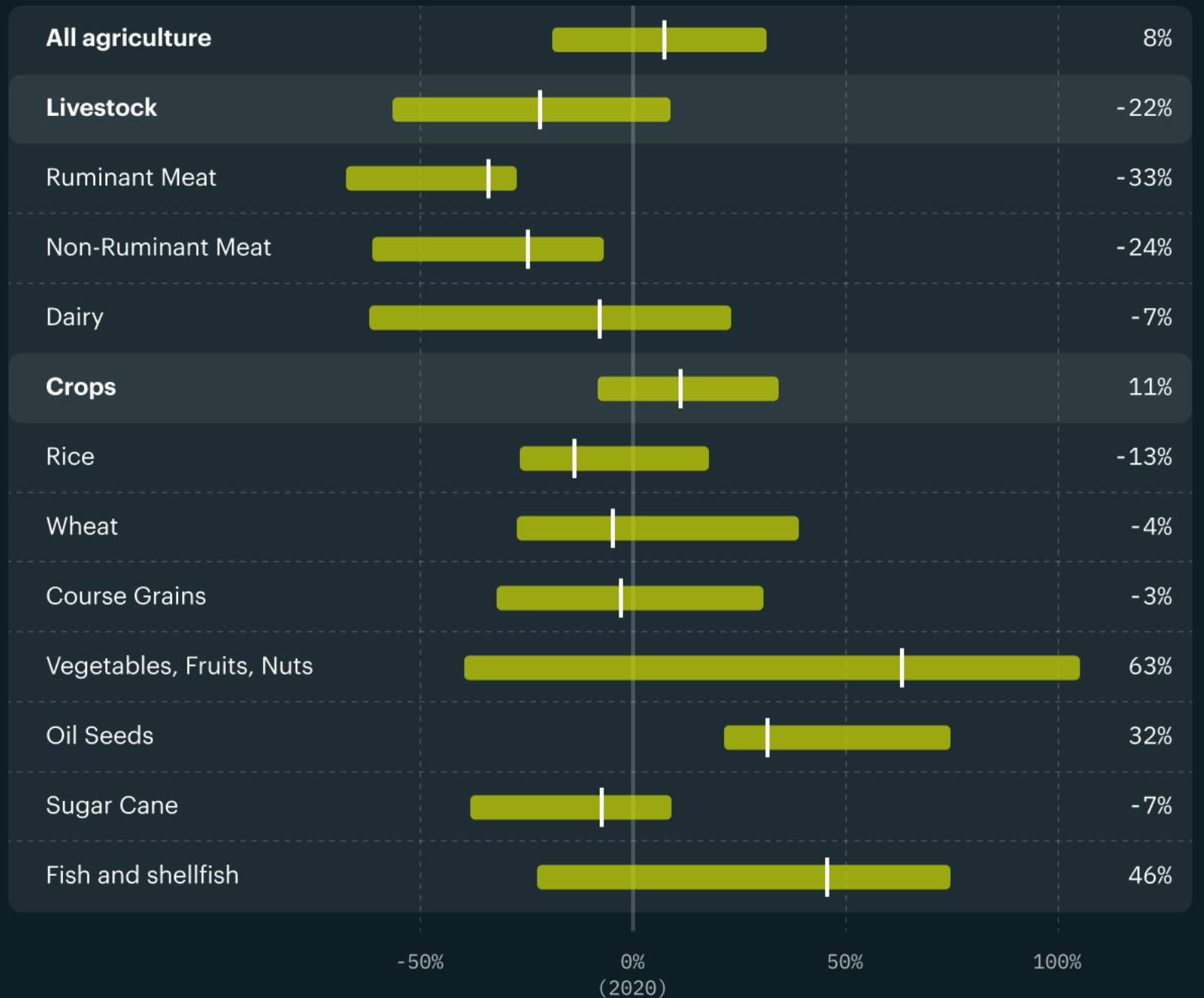
Change  
from 2020 (%)



● BAU ● EAT-Lancet

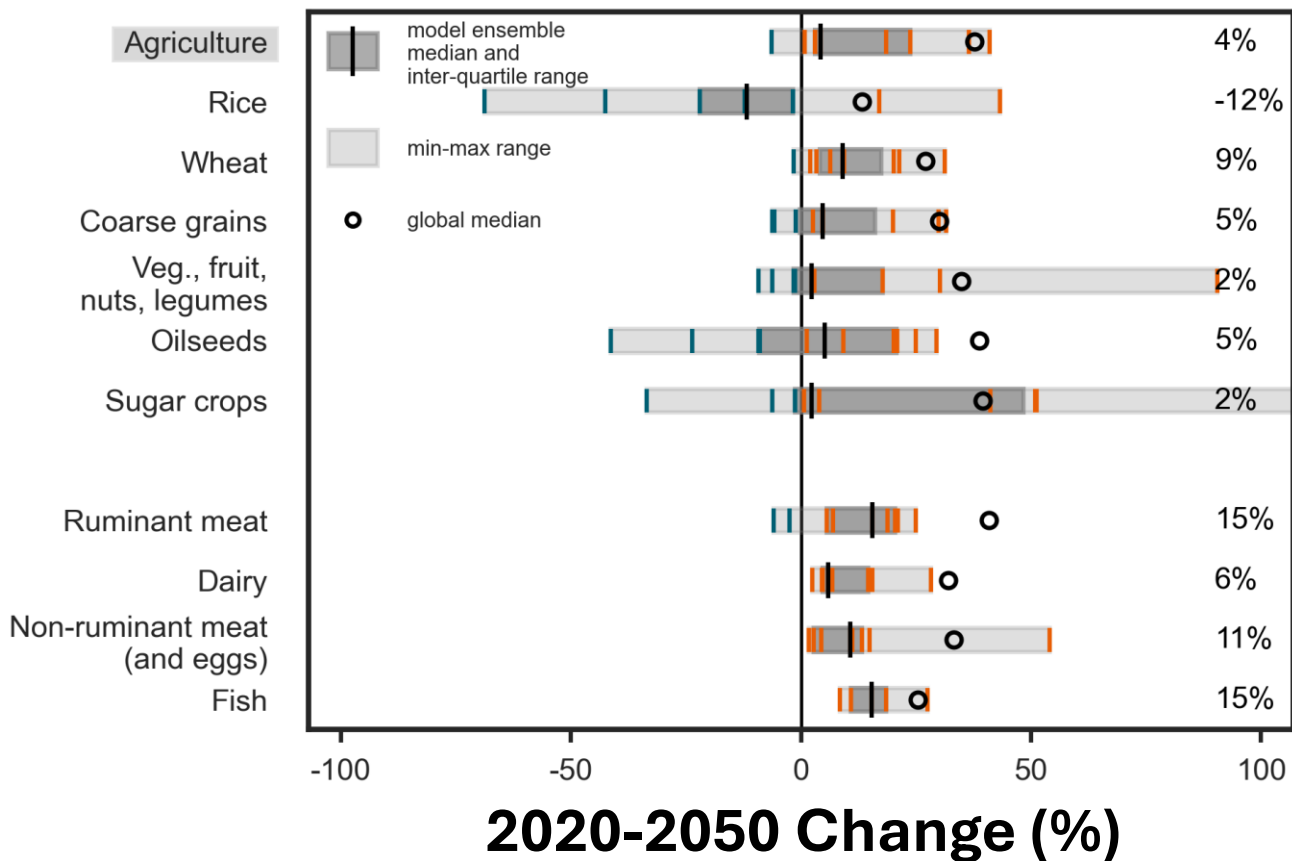
# Modelling To 2050

## Achieving Healthy Diets Requires A Different Focus

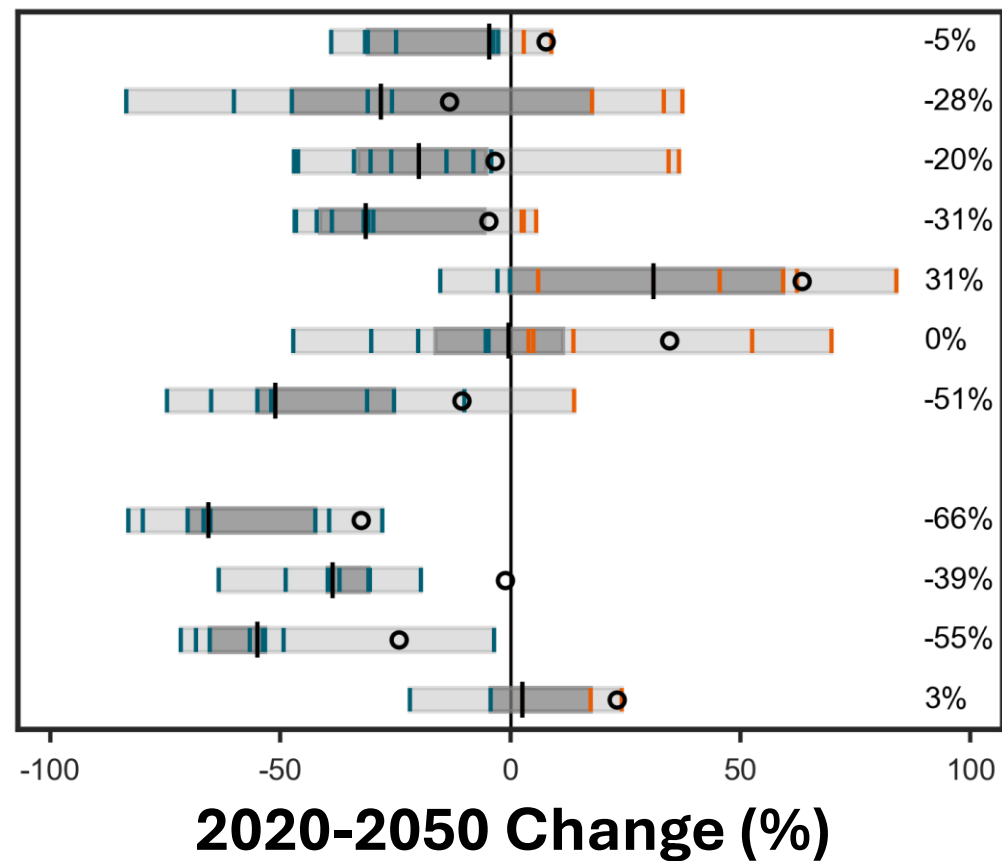


# Europe

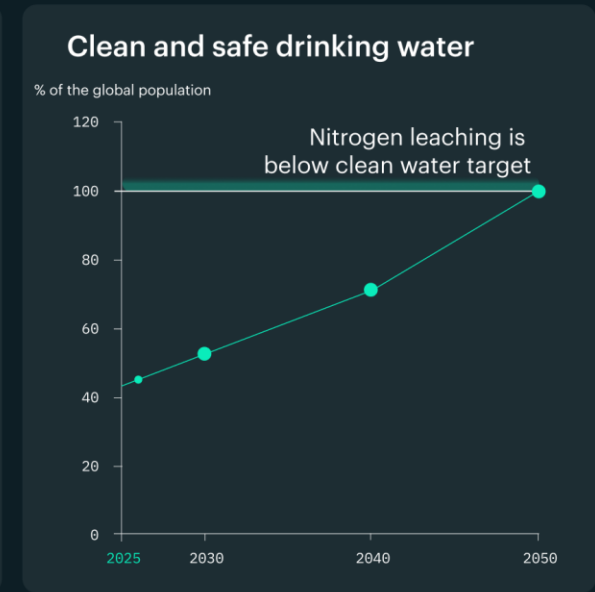
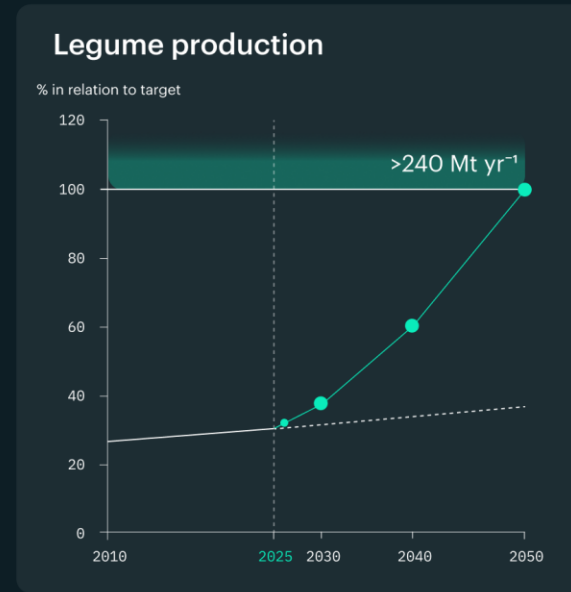
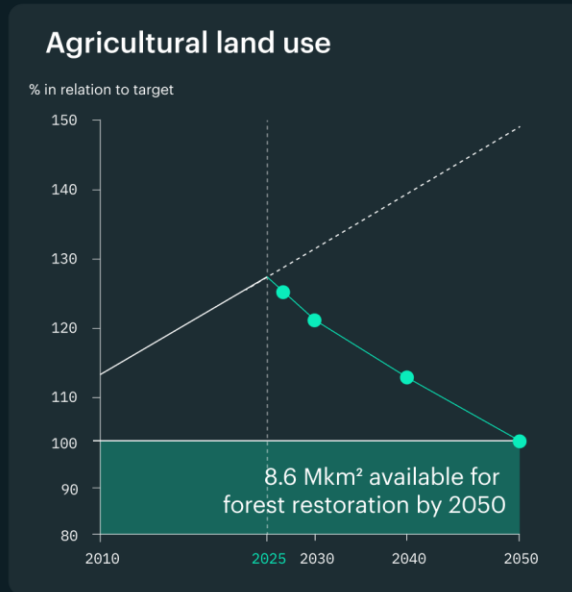
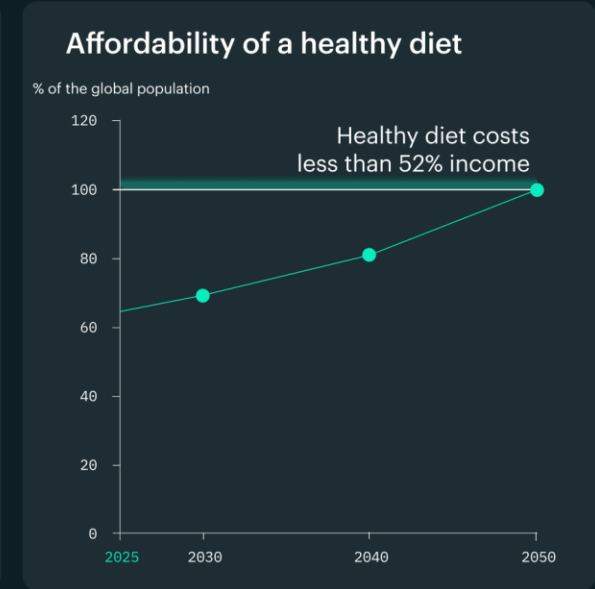
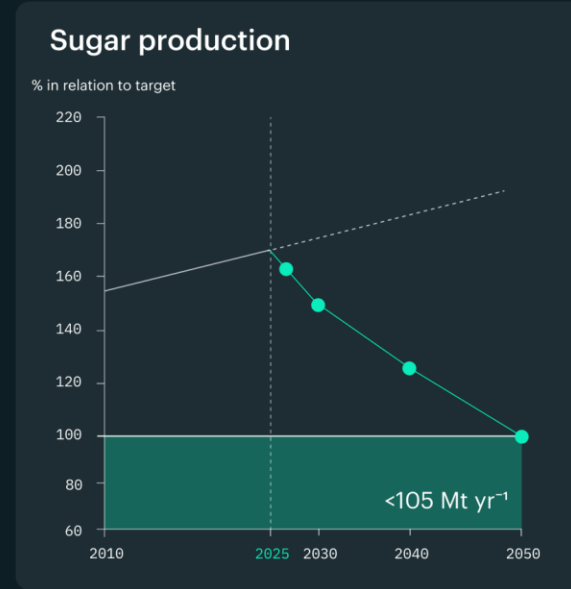
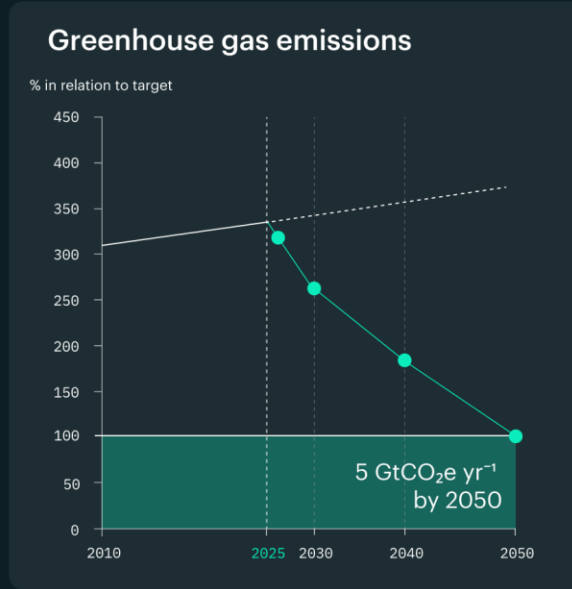
## Business as Usual



## EAT-Lancet World



# From Current Trajectories To Science-Based Targets





# Bridging the gap between knowledge and action

**Action Brief for and with Cities**

Shaping the everyday food realities of more than half of the world's population, cities are critical drivers of food system transformations. They have become essential food system nodes with significant influence, creating demand through control over procurement, spatial planning, and design of food environments, social services, and public infrastructure.

**Action Brief for and with Consumers**

Food retailers and manufacturers are critical agents of change, shaping both supply and demand. They play a central role in informing what food gets produced, how it is marketed, and what ends up on people's plates. With their reach across supply chains and direct influence on consumer choices, they are uniquely positioned to lead the transformation towards healthier, more equitable, and environmentally sustainable food systems.

**Action Brief for and with Farmers and Fishers**

This is nothing short of a miracle. How our challenge is to not only feed the world's population but to nourish it within planetary boundaries.

**Action Brief for and with Food Retail and Manufacturers**

Achieving collaborative value chains grounded in healthy diets from and equitable food systems position agents of change.

**Action Brief for and with Healthcare Professionals**

Across diverse healthcare settings, they bring distinct and complementary strengths to this collective effort.

**The 2025 EAT-Lancet Commission on Healthy, Sustainable, and Just Food Systems**

Summary Report for and with Policymakers

**Action Brief for and with Science**

Below the image are two columns of horizontal lines, suggesting a list of contents or a structured layout.

