



# PRESS RELEASE

FOR IMMEDIATE RELEASE

Brussels, December 8, 2025

**BRUSSELS** — On the eve of crucial negotiations over [Europe's plant-based food labeling rules](#), a coalition of major environmental organizations, food innovators, and scientific voices will deliver [332,441 petition signatures](#) and an [open letter from over 600 stakeholders](#) to EU officials, demanding an end to proposed restrictions on everyday food terms.

The European Commission's proposal would prohibit 29 common words—including "bacon," "chicken," "beef," "sausage," and "burger"—from appearing on plant-based food packaging. The Commission argues consumers are confused by these labels, but the public response suggests otherwise: Europeans are refusing to be treated as if they can't tell the difference between a plant-based burger and a beef burger.

Tomorrow, December 9th, between 9:30 and 10:30 AM, VeggieBurger and friends will stage a demonstration at [\[LOCATION\]](#) in Brussels. MEP Anna Stollenberg, shadow-rapporteur on the file, is expected to join the event to receive the petitions and open letter.

## Parliament Already Approved Restrictions—Trilogue Negotiations Begin This Week

In October, the European Parliament voted to advance restrictions on plant-based food terminology as part of broader agricultural labeling reforms. Now, as trilogue negotiations between Parliament, Commission, and Council are expected to discuss the file on Wednesday December 10th, advocates are making a final push to reverse course before the rules become law.

The coalition—led by WePlanet and the European Vegetarian Union—spans animal welfare leaders, climate NGOs, pioneering food companies, researchers, and prominent advocates.

Organizations include ProVeg International, Greenpeace, The Good Food Institute Europe, Compassion in World Farming, the European Environmental Bureau, Eurogroup for Animals, and more than 600 others.

"The message couldn't be clearer: people want choice, clarity, and a sustainable food system—not protectionist policies dressed up as consumer safety," said Rafael Pinto, Senior Policy Manager at the European Vegetarian Union.

## Paul McCartney and British MPs Join Opposition

[Global cultural icon Paul McCartney](#), along with eight British Members of Parliament including Jeremy Corbyn, has called on the EU to abandon the proposal. In their statement, the British lawmakers warned that the ban would increase confusion while undermining economic growth, climate goals, and the EU's commitment to regulatory simplification.

McCartney emphasized that simply labeling products as "plant-based," "vegetarian," or "vegan" provides more than enough information for consumers to understand what they're buying.

## A Solution Looking for a Problem

The stated goal of the proposal was to help farmers. But removing familiar words from plant-based labels won't address the real challenges farmers face—including fair prices, adequate local investment, and the market dominance of large retailers.

"Once again, policymakers have missed the point," said Pinto. "If we truly want to support farmers and strengthen Europe's food system, we need smarter funding, better regulation, and real market fairness—not word censorship."

Siska Pottie, Secretary General of the European Alliance for Plant-based Foods, added: "Today's restrictions are a setback for Europe's food innovation and competitiveness. They create unnecessary barriers for businesses and confusion for consumers. Europe risks falling behind other markets that are embracing innovation and consumer choice."

## Economic and Environmental Impact

Europe's plant-based food sector represents a growing economic opportunity, supporting innovation, jobs, and sustainability goals. The sector reduces greenhouse gas emissions, cuts land use, and provides families with more sustainable food options.

Restricting language that consumers already understand doesn't protect anyone—it slows progress at precisely the moment Europe needs to accelerate its food system transition toward its climate targets.

The coalition argues that the EU now faces a clear choice: trust citizens, respect scientific evidence, and support a thriving European industry—or push forward a ban that solves no problem while creating many new ones.

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## MEDIA OPPORTUNITY

**What:** Petition delivery and demonstration against EU plant-based food labeling restrictions

**When:** December 9, 2025, 9:30–10:30 AM

**Where:** [LOCATION—Brussels]

**Who:** VeggieBurger mascot, coalition representatives, MEP Anna Stollenberg (expected)

**Visuals:** Petition signatures, coalition representatives, photo opportunities

Press are welcome to cover the action. Images will be distributed to media after the event.

To coordinate coverage, contact Rob De Schutter at +32 477 56 37 32 or [rob.deschutter@weplanet.org](mailto:rob.deschutter@weplanet.org)

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## PRESS CONTACTS

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## ABOUT THE NO CONFUSION CAMPAIGN

The No Confusion campaign unites more than 400 organizations across Europe opposing unnecessary restrictions on plant-based food labels. Coordinated by WePlanet and the European Vegetarian Union (EVU), the campaign is supported by leading NGOs, food companies, and consumer advocates.

 [www.noconfusion.org](http://www.noconfusion.org)

 [www.savetheburger.org](http://www.savetheburger.org)

## ABOUT WEPLANET

WePlanet is a Belgian environmental organization working toward sustainable food systems and climate action across Europe.

## ABOUT EUROPEAN VEGETARIAN UNION (EVU)

The European Vegetarian Union represents vegetarian and vegan organizations across Europe, advocating for plant-based nutrition, sustainability, and consumer choice in food policy.