Plant-Rich Policy Programme

Transforming public institutions into drivers of healthier, lower-emission food systems

Food systems are shaped as much by policy as by consumer demand. Yet across many countries, these frameworks continue to favour high-emission animal agriculture while offering limited support for plant-rich diets and alternative proteins.

The Plant-Rich Policy Programme works to address these structural barriers by advancing policies that support healthier, more sustainable, and resilient food systems. The programme brings together ProVeg's international, EU, and national policy advocacy work, engaging governments, institutions, and multilateral processes to integrate plant-rich food systems into climate, agriculture, public health, and procurement policy.

Our Vision

By 2030 the EU and priority ProVeg countries have developed comprehensive strategies that include plant-based foods and alternative proteins, supported by significant funding and a clear plan for policy implementation.

Our impact to date

122

policymakers, farmers, and retailers gathered together to back an EU Plant-Based Action Plan during our EU Parliament event, 'Driving the EU Plant-Based Action Plan Forward'.

224

policymakers engaged through meetings, roundtables, or briefings, with 41 high-level policy-makers or public figures publicly expressing support for or explicitly referencing ProVeg's policy recommendations

120

signatories to the Belém Declaration on Plant-Rich Diets, which ProVeg co-drafted. Signatories included NGOs, government officials, and regional authorities around the world.

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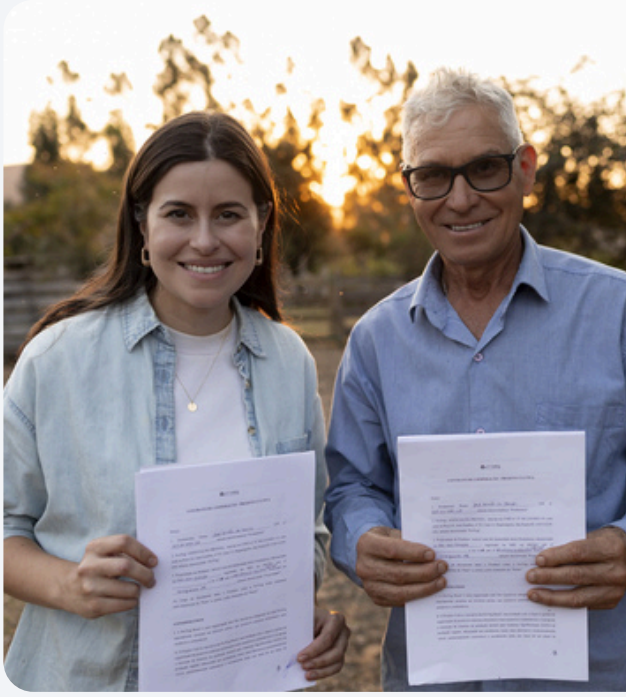
Why plant-rich policy matters

Policy decisions shape the economic conditions of the food system. Subsidies influence what farmers produce, procurement rules determine what public institutions serve, and tax structures affect what consumers can afford.

Despite growing recognition of food systems within climate and health discussions, many national and EU policy frameworks still lack meaningful measures on protein diversification or plant-rich diets. Public procurement systems worth billions of euros continue to operate largely without sustainability or protein-transition criteria, while national climate plans frequently omit food-system interventions altogether.

This creates a structural imbalance: climate and health goals increasingly require dietary transition, but the policies governing agriculture, procurement, and taxation often reinforce the opposite outcome.



How the programme works

The programme operates through two aligned paths of change: reducing political resistance to plant-rich food policies and strengthening long-term policy alignment across institutions, sectors, and countries. The focus is on shaping the conditions in which policy decisions are made, rather than relying on isolated advocacy moments.

Introducing new policy concepts and influencing key policy moments

We engage directly with policymakers, farmers, and industry stakeholders through targeted briefings and technical dialogue, positioning plant-rich food systems within shared policy priorities such as climate mitigation, food security, public health, and economic resilience. High-profile political moments, including national EU Presidencies and influential country leadership, are used to elevate plant-rich policy approaches within broader legislative agendas. This is reinforced by showcasing national best practice and pilot initiatives that demonstrate feasibility in practice, supported by strategic communications that frame plant-rich policies as practical solutions rather than polarising interventions.

Improving policy and stakeholder alignment

We strengthen alignment by combining evidence of public and market demand with structured coalition-building. Consumer trends, market data, and public opinion insights are used to demonstrate political opportunity, while targeted communications help reinforce policy relevance without increasing polarisation.
At the same time, we convene NGOs, businesses, researchers, and institutional actors to develop shared policy positions, coordinated messaging, and joint advocacy priorities. These coalitions are activated through roundtables, parliamentary events, and strategic convenings, ensuring that when policy windows open, coherent and well-supported proposals are already in place.

Programme highlights

Global and UN engagement

ProVeg maintains an active presence within international policy spaces including the UN Climate Change Conferences (COP), the June Climate Meetings, and other global, multilateral forums focused on climate, food systems, and public health. Through convening work linked to the Action on Food Hub, ProVeg helps ensure that plant-rich diets are represented within global discussions on emissions reduction, biodiversity, and sustainable agriculture.

A major milestone was the launch of the Belém Declaration on Plant-Rich Diets, co-drafted by ProVeg and endorsed by more than 100 stakeholders worldwide. The declaration calls on governments to develop National Action Plans for Plant-Based Foods and was formally presented to COP30 organisers.

Beyond our work within the UNFCCC framework, ProVeg contributes directly to broader UN processes. At the UN Environment Assembly, our policy recommendations on food systems and diets have been reflected in official regional and stakeholder statements.

EU policy and institutional engagement

At EU level, ProVeg works with policymakers, institutions, and coalition partners to advance plant-rich food policies across procurement, agriculture, climate, and food-labelling frameworks. This includes tangible policy influence such as the inclusion of ProVeg-drafted amendments in European Parliament reports on public procurement, helping to embed plant-based criteria within institutional food purchasing discussions.

At the same time, coordinated advocacy with partners including the European Vegetarian Union and WePlanet has contributed to delaying restrictive proposals on plant-based food labelling, ensuring continued space for plant-based product naming conventions while policy debates continue.

The programme also develops and disseminates strategic policy frameworks such as the Blueprint for an EU Action Plan for Plant-Based Foods and Future Fit Farming, and convenes high-level events in the European Parliament, including gatherings that brought together policymakers, farmers, businesses, and civil society to build support for an EU Plant-Based Action Plan.

National policy engagement

Across key markets, ProVeg supports the integration of plant-rich food systems into national policy frameworks and development strategies.

In Germany, plant-based proteins have been recognised in national strategy, alongside €45 million in funding (2025–2026) and continued support for established product naming.

In Czechia and the Netherlands, advocacy has helped protect plant-based labelling, including blocking or delaying restrictions on “meaty names” and mobilising significant public support. In Portugal and Poland, plant-based measures have been integrated into national climate and development strategies.

In China, ProVeg contributed to draft standards on definitions, classification, and labelling for plant-based foods

What’s next

The programme will continue to focus on strengthening implementation pathways and embedding protein diversification more firmly within climate, agriculture, and public health policy. Key priorities include:

Expanding advocacy for national action plans on plant-based foods

Increasing integration of food systems within National Energy and Climate Plans

Advancing procurement standards that support plant-rich food environments across public institutions

The programme will also continue to:

1. **Develop coalition infrastructure and policy evidence to support more coordinated action across EU institutions, national governments, and multilateral forums**
2. **Translate high-level commitments into practical implementation mechanisms, including funding frameworks, accountability structures, and measurable policy targets**

As policy interest in food systems continues to grow, the programme is positioned to help shape how plant-rich diets and alternative proteins are integrated into the next generation of climate, agriculture, and health policy frameworks.

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