

## Call for action: Flash mobilisation around Meat denomination vote in EP plenary - October 2020



### Background:

**On between October 19<sup>th</sup> and October 22<sup>nd</sup>, the European Parliament will have to take a final position on meat denomination as part of the New CMO (Common organisation of agricultural markets) Regulation vote within the future CAP.** After facing a new blockage in the meeting of the shadow reporters on the CMO regulation, MEP Eric Andrieu proposed to leave the critical issue of meat denominations in the hand of the Commission through delegated acts.

Worst, to prevent the Commission from completely deciding on this debate, MEP Eric Andrieu also requested that the Commission accepts non-meat products to use meat denominations if those denominations were useful to characterize the specificities (like shape, texture, and taste) of products and/or the denominations are considered traditional ones, while specifically mentioning “vegan burger” and “vegan steak” as traditional denominations. The only requirement would be to specify on the label that those products do not contain meat. With such an approach what prevents all meat imitation products to become use meat names and become a “traditional denomination”? That would leave the door wide open for “vegan boulette”, “vegan filets” etc... This position of the reporter is in direct contradiction with its own initial proposal of 2019! Copa and Cogeca strongly oppose this approach as we hope that this problem will be solved once for good in a public vote.

Considering that the shadow rapporteurs could not reach an agreement, we are now directly looking at the vote in plenary. The outcome of the vote is far from assured in favor of a rejection of these amendments and it is difficult to predict how the issue will develop in the trilogue. This is why Copa-Cogeca Secretariat considers that it is key to mobilise MEPs by showing them that this is neither a side debate nor a debate against vegan products but a matter of fairness and correct communication to consumers.

Besides direct lobbying actions, in coordination with the other livestock organisations, Copa-Cogeca already released [articles](#), [open letters](#) and [posts on social media](#). For CC secretariat, it seems important to step up the gear in terms of communication on this issue and to organise a Flash action as previously done with [#CutTheUnfair](#) in 2018 or [#Meatthefacts](#) in 2019.

### 3 targets:

- MEPs (raising the voice of COM AGRI supporters and increasing awareness among all political groups)
- Press (starting with the EU/specialised press and national press)
- EU Stakeholders (trying to involve or coordinate with all the livestock chain)

### 6 Key messages:

- Meat denomination debate is not **an attack against vegan products, It is a fight for proper information for the consumer and fair marketing**. We do not use the same word to designate two different things. In the future, what will prevent us from using fruit denominations for product not containing any?
- **As farmers we produce and have interest in both plant or animal proteins.**
- Consumers are not stupid – they know when buying a meat imitation product that it is “meat free”. **However, studies show that misleading meat/dairy imitations marketing can create confusion when it comes to the nutritional intakes of products.**
- The industry of imitations has somehow been taking advantage of a European loophole on our meat and dairy culture and **hijacked those powerful common denominations for their own gain.**
- As we protect our local and regional heritage with PGIs and PDOs, **the EU should be consistent and also protect traditional meat and dairy denominations for more common goods!**
- The plant-based imitation sector is claiming to be creative and trendy, but copying is not. **Instead of investing in lobbying, those companies (start-ups or food multinationals) should invest in innovative marketing**, creating new denominations to gain consumer’s recognition and to achieve financial success.

**Redline: It is essential not to attack the vegan culture and/or products** as it will be counterproductive from a communication point of view and second farmers are also the primary producers of vegetal proteins. Our fight is not on the product itself but on the unfair and misleading marketing around it.

### Concept:

As the problem of meat denomination turns around the understanding of the reality behind a (marketing) name, we consider making a reference to the well-known Belgian surrealist painting “[the bitreal of images](#)” from Magritte and it’s famous catch phrase “*Ceci n’est pas une pipe*”. With the same approach, our campaign will be “Ceci n’est pas un steak” turned into an hastag for social media #Cecinestpasunsteak . Around this concept we have developed different materials, different models for actions that should be carried out at EU/national level by Copa-Cogeca or by our members.

### Proposed Campaign and flash mobilisation:

#### At EU level:

- **Social media posters:** Campaign on social media will start one week prior to the vote using one of the following visuals tagging key MEPs and proposing as a legend one of the 6 key messages of the campaign + a clear indication to vote for amendment 165 adopted in 2019 against any compromise amendment. This campaign will be run in English only and with the support of

interested livestock organizations. In this regards, CC will share the native format of the following visual.

**Ingredients:** mycoprotein (50%), **wheat flour** (with added calcium, iron, niacin & thiamine), water, vegetable oils (tunesol, rapeseed), rehydrated ground hen egg white, **milk** protein, natural flavourings, salt, spices and spice extract (black pepper, cayenne pepper, fenugreek, muscatel nut, black pepper extract, fennel extract, chilli extract), **wheat** gluten, **wheat** starch, yeast, firming agents: calcium chloride, calcium acetate; colouring: paprika extract; gelling agent: pectin; rice flour.



*Ceci n'est pas un burger.*

**Ingredients:** rehydrated **Soya** and **Wheat** Protein (81%), coconut oil, sunflower oil, thickener (methyl cellulose), natural flavourings, colours (beetroot red, safflower), vegetable fibers, **wheat** starch, maltodextrine, sea salt, potato protein, herbs and spices, **barley** malt extract, acidity regulator (citric acid), vitamins and minerals (iron, vitamin b12)



*Ceci n'est pas un steak.*

**Ingredients:** Textured **SOY** protein 70% (water, **SOY** protein, **wheat** protein, **wheat** starch), rapeseed oil, onion, **egg white** from free-range hens, spice extracts, starch, palm fat, natural flavour, caramelised sugar, dextrose, aroma, spices, thickener (processed Eucheuma seaweed), salt, vitamin B12, iron.  
**May contain: MILK, NUTS, PEANUTS.**

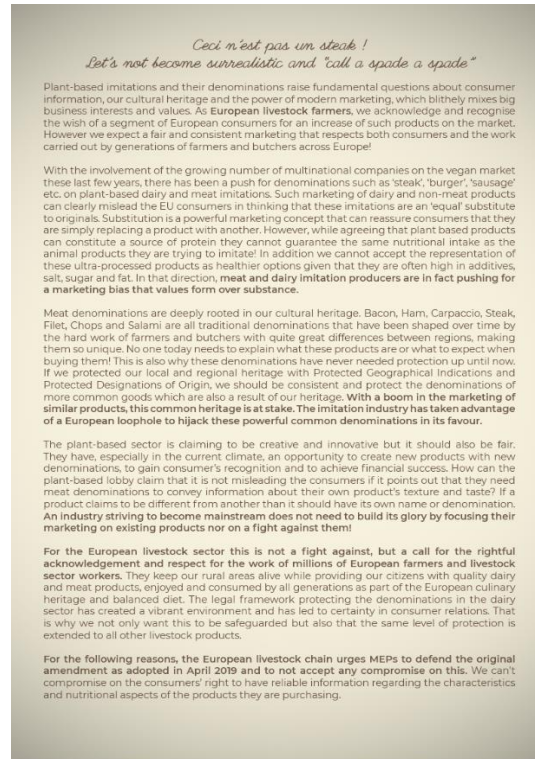
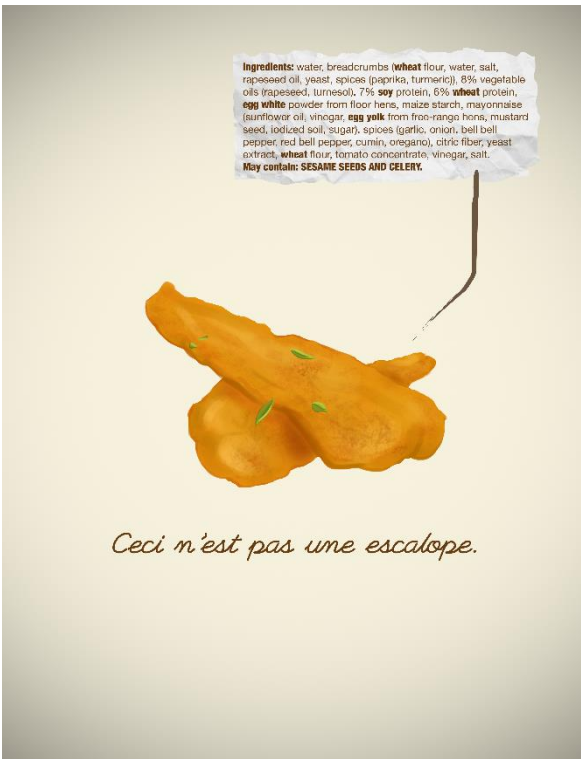


*Ceci n'est pas une boulette.*

**Ingredients:** water, **SOY** protein 14.9%, vegetable oil (rape seed, coconut), **SOY** protein isolate 4.3%, flavourings, stabiliser (methylcellulose), spirit vinegar, apple crumbs, potato starch, vegan gut (gelling agent (calcium alginate (made with: sodium alginate, calcium chloride)), tapioca starch), fruit and plant concentrate (beetroot, pepper, carrot, blackcurrant), salt.  
**May contain: EGG, GLUTEN, SESAME, CELERI AND MUSTARD.**



*Ceci n'est pas une saucisse.*



- **Video + promotion on social media:** CC secretariat is currently working on 2 video concepts – one advertisement of 5 sec and one long format of 3min to promote our position and push it with targeted advertisement campaign in the district of the EU parliament.

We are currently preparing the motion but the voice over of the video can be downloaded [HERE](#).

- **Additional Actions:** 1) Placing in MEPs “pigeon holes” (mail boxes within European Parliament) in Brussels and Strasbourg our “Ceci n’est pas un steak” visual serie with a manifesto on the back of the document (see attachment) and asking them to take part in **#cecinestpahunsteak** campaign by posting a message on social media 2) Running a metro advertisement campaign in the EU district the week before the vote is also a possibility that will be considered by the secretariat in the coming weeks depending on the evolution of the Covid19 pandemic in Brussels.
- **Flash mobilisation in Strasbourg/Brussels on the day prior to the vote:** With the same concept of flash mobilization as for #Cuttheunfair (see below), we will try to attract the attention of a maximum of MEPs/journalists the day prior to the vote by organising a **live action with farmers from the Bas-Rhin/Belgium depending on the Covid restrictions/closing of the EP in Strasbourg**. The proposed action will consist of asking key MEPs to show their support to our cause by making a short speech prior to symbolically placing a sticker “Ceci n’est pas un steak” on a banner representing a plant based packaging using unfairly a meat/dairy denomination. We will propose a small scenography using one or two tractors with our campaign posters and a stage to make it attractive to the media. Press will be invited to this live action and social media will be used to increase the visibility of our message in the regional/European press.



- This action might change depending of the situation with Covid.

#### At National level:

- **Social media campaign:** As CC communication team did it for past campaigns, we will share with you all our campaign visuals and manifesto in native format in order for interested member to display those visual at national level.

In term of communication, we wanted to propose CC members 3 elements:

- Share our Manifesto with relevant MEPs/Press/stakeholders
- Publish the campaign visuals developed at EU level with national messages of your choice following the 6 elements listed above on all your social media platforms. **Please tag in your visuals 1) your national MEPs 2) key Press contacts 3) key stakeholders including us @COPACOGECA.**
- To propose a simple action to the farmers/elected members of your network for social media. The action is quite simple and consist in a visual action: stick/place on a vegan packaging "Ceci n'est pas un steak" visual take a picture or a very short video and display it on social media with a message why you are in favor of a fair meat denomination with your post containing the hashtag #Cecinestpasunsteak on twitter + Facebook and/or LinkedIn. The sticker format can be download [HERE](#) and printed with regular printer using a specific papers. Copa-Cogeca can also print/ship some copies.
- As we did it with #cuttheunfair, this is this kind of visuals that we want to see on social media prior to the vote.



- **Flash action:** As we will do it in Brussels, we would encourage local/regional initiatives consisting in going in/in front of supermarkets and sticking “Ceci n’est pas un steak” and some imitation products. Those flash mobilization could be done with the presence of the press and key MEPs with a press conference. It is essential that those actions do not appear as a fight against “vegan products” but a fight for “ fair and non-misleading denomination”. Once it is done, please share the visuals/statements of those actions on your favorite social media platforms tagging Copa-Cogeca. Because of Covid19 different situation at national level we cannot be more precise in the principle of those flash action.

Do not hesitate also to inform your press contacts regarding the campaign and what is at stake with this meat denomination debate using direct messages/direct call or Press Releases to direct their attention to the outcome of the vote. Do not hesitate to use elements of the manifesto attached in our email.

[>>> PLEASE DOWNLOAD THE WHOLE COMMUNICATION PACKAGE HERE](#)