

**Question for written answer E-004445/2025
to the Commission**
Rule 144
Benoit Cassart (Renew)

Subject: Regulation (EU) No 1144/2014: funding of information provision and promotion measures

The low consumption of fruit and vegetables in the European Union is one of the most significant dietary risk factors associated with the loss of healthy life years. According to a 2019 Eurostat study, only 12.5 % of Europeans report that they eat five fruit and vegetables a day, a public health objective that has been recommended by the World Health Organization since 2003.

Europeans want to eat more fruit and vegetables, but are stopped from doing so by issues such as how much they cost, how practical they are to eat or cook, what they taste like, and how traceable they are. Eating processed fruit and vegetables, in addition to fresh fruit and vegetables, would be a way to solve those issues.

In light of the above:

Would the Commission be willing to include a specific budget line for processed fruit and vegetables in its Implementing Decision on the financing of information provision and promotion measures concerning agricultural products and the adoption of the work programme for 2026?

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