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European Parliament backs keeping meat and alcoholic drinks in the EU promotion program

The nonbinding vote signals broad opposition to narrowing the policy before the European Commission drafts its next work program

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European lawmakers on Thursday, November 12 backed keeping meat and alcoholic drinks eligible for support under the European Union’s agri-food promotion policy, while also calling for simpler rules, easier access to funding and stable financing for future

campaigns.

Meeting in Brussels, members of the European Parliament approved an own-initiative report on the policy by a wide margin, with 476 votes in favor, 83 against and 42 abstentions. The report was drafted by Italian lawmaker Salvatore De Meo of the center-right European People’s Party and is meant to set out Parliament’s position as the European Commission prepares its next work program.

The resolution does not by itself rewrite the EU promotion program. But it is a clear political signal to the Commission at a time when the scope of the policy, and especially the treatment of some product categories, has been under debate inside Parliament.

In the text approved on November 12, lawmakers called in broad terms for a simpler system. They said companies and producer groups should face less complex rules when applying for EU promotion support, and they urged more flexibility in access to the funds. They also asked for what they described as adequate financing for the policy, reflecting concern that the program needs enough money to remain effective in export markets and other target destinations.

One concrete point in the resolution concerns branding for products sold abroad. Lawmakers said the slogan Enjoy, it’s from Europe should appear alongside origin markings that identify the producing country on packaging intended for foreign markets. The idea is to tie the EU’s common promotional identity more closely to the national and regional origins that often carry commercial value for food and drink producers.

The most politically sensitive part of the debate centered on whether meat and alcoholic beverages should continue to qualify for support. Parliament said they should. According to the account of the proceedings, the issue had divided political groups during the drafting process, making the final vote a notable win for sectors that had been watching the file closely.

De Meo welcomed the outcome, saying those products are part of Europe’s agri-food heritage and identity. His position prevailed in the final text, which explicitly supports maintaining their eligibility under the promotion policy.

That matters for producers of wine and other alcoholic drinks because continued access to EU-backed promotion campaigns could affect their ability to market products outside the bloc and compete internationally. For beverage companies and producer groups, the question is not only symbolic. The program can shape how easily sectors such as wine, beer and spirits can seek public support for outreach in export markets, especially when producers are trying to protect margins and defend market share abroad.

Parliament’s vote also suggests that a majority of lawmakers do not want the EU promotion framework narrowed in a way that excludes those categories. Instead, they appear to be pushing the Commission toward a more practical review focused on administrative burden, funding access and the visibility of European products in foreign markets.

The resolution comes as Brussels is actively preparing its next policy agenda, giving the vote added weight even though it is not legally binding. Parliament is using the file to stake out an early position before the Commission makes formal proposals or sets future priorities for the promotion program.

For producer organizations, exporters and national authorities, the message from November 12 is that Parliament wants the policy preserved as a broad tool for the agri-food sector rather than redesigned around a narrower set of eligible products. That stance could be particularly important for countries where wine and other alcoholic drinks are closely tied to farm incomes, rural jobs and export performance.