

Food Voices Coalition Manifesto

Citizens' Voices for the Future of Food

Our Mission

We challenge the status quo of the food system and in particular the dominant retail system that maintains an unhealthy, unequal and unsustainable food system, by amplifying the voices of citizens and advocating for food empowerment.

Why We Exist

The global food system is broken. It prioritises profits over people, depletes natural resources, contributes to climate change and perpetuates social injustices. While corporations, policymakers, and global markets drive decisions, the voices of everyday citizens - who grow, harvest, and consume food - remain unheard. The Food Voices Coalition was formed to change that. The Food Voices Coalition consists of seven organisations in six European countries: Feedback EU, Feedback UK, Green REV Institute, Terra!, CECU (Federación de Consumidores y Usuarios), CAN France and ALTAA (Alliance pour les Transitions Agricoles et Alimentaires). We are here to make sure that people are at the heart of food conversations and decisions, not profit-driven interests.

Our Vision: Food Justice and Empowerment for All

Food is a fundamental human right. It connects us all, from farm to fork, shaping our communities, cultures, and well-being. Yet, today's food system fails the very people who rely on it most. We envision a world where food sovereignty, sustainability, and equity are central to every conversation and policy decision. A world where people - not corporations - tell the story of food justice.

Our Core Beliefs

1. Challenging Food Myths

For too long, the dominant narrative about food has been shaped by powerful interests, creating myths about what is healthy, sustainable, and accessible. We are committed to telling the real stories of the people behind our food: farmers, workers, families, and communities. It's time to dismantle these myths and unveil the truth.

2. From Food Emergency to Food Justice

Our food system is in crisis. From hunger and food insecurity to environmental degradation and labour exploitation, we are facing a global food emergency. We call on governments, policymakers, and international bodies to prioritise food as an urgent issue, requiring immediate, bold action.

3. Empowering Citizens

Every individual has the right to be part of shaping the future of food. We are here to hear and amplify the voices of citizens—those whose lives are directly impacted by the current system—so that they can be active participants in the solutions. We especially want to highlight voices that are usually not heard, such as women, young people and marginalised groups.

4. Making Retail Part of the Solution and Ensuring Healthy Food Environments

Retail is a crucial link between food producers and consumers. They must move beyond margins and become responsible players in addressing food justice. We challenge the retail sector to act as part of the solution, by fostering fair trade, reducing waste, supporting local producers, and promoting food that is sustainable, affordable, and accessible. Alternative, sustainable models of food production and distribution should be explored and supported.

5. Integrating Food as a Cross-Cutting Issue

Food is not just a topic for agriculture or nutrition. It intersects with issues of climate change, health, social justice, economy, animal welfare and human rights. We advocate for a holistic approach, where food is considered a cross-cutting priority in every policy discussion, decision, and reform.

Food helps to connect people. Growing food and cooking together support dialogues and social exchange among diverse groups, including marginalised people. Food helps to strengthen the social web.

Our Call to Action

We respectfully call on you, Mr. Christophe Hansen, as European Commissioner for Agriculture and Food, to join us in transforming retail practices that maintain an unhealthy, unequal and unsustainable food system. We urge you to ensure that food is produced, distributed and consumed in ways that respect the planet, uphold human rights and animal welfare, empower communities and support equitable economics.

In particular, we ask you to:

- listen to the voices of citizens expressing their concerns in the light of alarming data regarding health, increasing poverty, and the growing impact of natural disasters caused by climate change.
- continue inclusive dialogue and broad cooperation between stakeholders in the whole chain, inspired by the European Strategic Dialogue, and establish structures to strengthen the regulations on sustainable food systems.
- make mandatory the labelling of food products indicating environmental impact and -farming methods for animal products.
- promote the transition away from intensive animal farming, which is a significant source of EU agricultural emissions, environmental pollution and requires a huge amount of resources. A system that is unfair for rural communities and workers as well.
- promote the transition to a more plant-based diet (such as pulses, nuts and whole grains, fruits and vegetables) by making an action plan for plant-based foods.
- discourage the promotion of unhealthy and unsustainable products in supermarkets and by retailers by banning advertising and marketing of these products.
- increase support for organic farming and farmers who follow agro-ecological practices and promote policies that make organic produce more accessible and affordable for all.
- include our recommendations in your Vision on Agriculture & Food.

It's time for a new food system—one that works for everyone!

