

#EUandMyFood – promoting the value of EU food safety



EFSA, the EU Member States and the European Commission are jointly launching a campaign called [#EUandMyFood](#). Our aim is to remind EU citizens how we all benefit from the European food safety system that was created in 2002 under the General Food Law.

We all love food. It contributes to the health of our families, our culture and traditions and our fondest memories. Food is part of our identity.

On the launch of the campaign, EFSA Executive Director Bernhard Url said: “I’m a passionate believer in the European integration project. As we head into the European elections in May, it’s timely to remind ourselves how the EU makes a positive impact on our daily lives, often without us realising it. For EFSA and our partners in the EU Member States and at the European Commission, our contribution is food safety.

“EUandMyFood is about having safe and nutritious food in Europe that we can trust,” stated Dr Url. “It’s about having respect for the health of our animals and how we treat them. And it’s about being responsible for our environment – the soil, water and air – which sustain the food and feed crops that we and our animals, respectively, eat.”

An EU-wide campaign

The EUandMyFood campaign is being jointly promoted by EFSA and national food safety authorities in the EU Member States with the support of the European Commission’s Health and Food Safety Directorate General. Together, we’ve created a series of short films, animations and [a special website](#) – in all 24 official EU languages – that recap how EU citizens benefit from the highest food safety standards in the world.

Marking today’s launch, we are happy to share with you our new video called “Food is essential to life – the EU and my food”.

We’re with you every step of the way – EFSA, Member States, the European Commission and other EU agencies, working together to keep your food safe.

Background

The next European elections take place on 23-26 May 2019 giving all adult EU citizens the opportunity to select who will represent them in the European Parliament. #EUandMyFood is one of several initiatives by EU institutions and agencies to highlight the value the EU brings to citizens’ everyday lives. For more information in all 24 official EU languages see: [thistimeimvoting.eu](#), [EUandMe](#), [EU Together We Protect](#).