

European Commission launches Europe's Beating Cancer Plan

(Brussels, 3 February 2021) Following the European Commission's publication today of the Beating Cancer Plan, FoodDrinkEurope's Deputy Director General and Director of Consumer Information, Nutrition & Health, Dirk Jacobs issued the following statement:

"Cancer is a concern for everyone, and the Commission's plan is an essential step towards beating this devastating disease.

"The European food and drink industry is acutely aware of the importance of healthy, balanced diets and lifestyles in preventing disease and is, among other actions, actively engaged in product formulation and innovation to offer more nutritional food choices. Some of our members are also involved directly in providing specialised nutrition to cancer patients.

We therefore look forward to working with the Commission and providing our expertise to help shape an effective and science-based path to beating cancer in Europe."

ENDS

For further information please contact:

Will Surman
Director of Communications and Public Affairs
FoodDrinkEurope
w.surman@fooddrinkeurope.eu

Note to the editors:

FoodDrinkEurope represents the food and drink manufacturing industry. Made up of 291,000 businesses and 4.8 million employees, the food and drink industry buys 70% of all EU agricultural produce and is Europe's largest manufacturing industry.