

## 'Safe2Eat' 2024 Campaign: empowering consumers across Europe

**EFSA and its Luxembourgish partner, the Luxembourg Veterinary and Food Administration (ALVA), are working together to help consumers make well informed decisions about their food choices.**

**Luxembourg, May 2024** – Building on the successes of the previous three years, the European Food Safety Authority (EFSA) and its partners in EU Member States proudly announce the launch of the 2024 Safe2Eat campaign. This year, Luxembourg is joining the campaign for the first time with the Luxembourg Veterinary and Food Administration.

18 countries have joined the campaign. The participating countries for 2024 include Luxembourg, Romania, Czechia, Hungary, Greece, Estonia, Croatia, Italy, Latvia, Cyprus, Slovenia, Spain, Slovakia, Austria, Poland, Portugal, Ireland, and North Macedonia.

### **Empowering consumers to make choices with confidence**

Research conducted by EFSA in collaboration with Ipsos (survey company) in 2023 revealed that nearly **70% of Europeans express an interest in food safety**. However, approximately **60% find food safety information too technical** and challenging to comprehend. In response, this new edition aims to communicate the science behind our food in a clear, accurate, yet reassuring, and understandable way. The objective is to enable citizens to make well-informed decisions about their food consumption, ensuring safety and health in their daily choices.

**Under the banner of #Safe2EatEU**, the campaign continues to focus on educating citizens about various aspects of food safety. These include foodborne diseases, proper food handling techniques and the importance of reading food labels.

The campaign also stresses the significance of the safety of food supplements, and the need to scientifically prove health claims on food products. Additionally, it seeks to raise awareness about the safety of food additives and novel foods, labelling of food allergens, and the importance of reading food labels accurately.

*"Across Europe, consumers every day choose what to buy and what to eat, considering various factors such as cost, taste, sustainability, or food origin. Thanks to the high standards of food safety in the EU, they can rest assured that whatever their choices, whatever food they purchase and consume, it is safe to eat. The #Safe2EatEU campaign precisely aims to make the link between the science of food safety and the food that ends up on our plates by allowing people to make food decisions with confidence,"* said EFSA's Executive Director Bernhard Url.

## **For more information**

As the 2024 campaign kicks off, initiatives are being rolled out at both EU and national levels across the 18 participating countries. Citizens are encouraged to visit the website <https://www.efsa.europa.eu/luFR/safe2eat/uber-luxemburg> for comprehensive information on food safety topics.

## **About EFSA**

The European Food Safety Authority (EFSA) is an agency of the European Union set up in 2002 to serve as an impartial source of scientific advice to risk managers and to communicate on risks associated with the food chain.

It cooperates with interested parties to promote the coherence of EU scientific advice and provides the scientific basis for laws and regulations to protect European consumers from food-related risks – from farm to fork.

## **About ALVA**

ALVA is the unique point of contact for establishments in the food sector and for consumers. ALVA is in charge of food chain controls, including veterinary controls on animal health and welfare and animal feed controls.

## **Contact**

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