

**FOR A SUSTAINABLE
* EUROPE ***
THE SPECIAL MISSION OF BEEF
REDUCING EMISSIONS AND PRESERVING
& ENHANCING THE SOIL

**Apaq-W and Provacuno launch the campaign:
“For a sustainable Europe, the special mission
of beef”, an initiative to foster the sustainability
of the sector**

- Co-funded by the European Union and led by Apaq-W (Belgium) and Provacuno (Spain), this promotion plan seeks to raise awareness among the sector itself and showcase the sustainability of beef to citizens.
- Emission reduction and soil prevention and enhancing are the main objectives for the sector.
- Among the main initiatives in this inaugural year, the first Symposium on the Sustainability of European Beef will be held in Brussels in November.



One of the images of the campaign: “For a sustainable Europe, the special mission of beef”.

Brussels, June 18 2025. The Walloon Agency for the Promotion of Quality Agriculture; Apaq-W in conjunction with the Inter-professional Organisation of the Spanish Beef Industry, Provacuno, has launched the campaign for the "Sustainable European Beef" Promotion Plan (SEUB), which will be implemented over the coming three years (2025-2027) in Belgium and Spain, co-funded with European funds.

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Under the slogan "**For a sustainable Europe, the special mission of beef**", the campaign aims to raise citizen awareness of the European beef sector's commitment to meet the Carbon Neutral Target 2050 and increase sustainability and improve sustainability in general and, in particular, with regard to emissions reduction and soil preservation and enhancing. The campaign also seeks to inform the sector itself of the latest trends and developments available for its continuous improvement in the field of sustainability.

In the words of Javier López, Director of Provacuno: "The aim of this campaign is to showcase the sector's firm commitment to sustainability in all of its dimensions: economic, social and environmental". He adds: "It is an opportunity to share with citizens all of the work carried out by the sector to align itself with the climate neutrality, animal welfare and sustainable rural development goals marked by the European Union".

Philippe Mattart, General Director of Apaq-W emphasized the project's educational focus: "We want both consumers and producers to fully understand the added value of a European beef production model grounded in best practices and environmental responsibility. Sustainability is our shared path forward and this programme is a key tool to walk it together" according to the spokesman of the Walloon agency."

Objectives to foster sustainable measures in production

The SEUB will develop specific actions aimed at both citizens and beef producers.

For citizens, the campaign seeks to raise awareness of the European beef production model, characterised by its high level of demands in terms of economic, social and environmental sustainability. It also seeks to make the population aware of the importance of choosing European products that guarantee good practices in animal welfare, environmental friendliness and promoting rural development.

On the other hand, the programme aims to accompany the European beef sector - particularly that of Belgium and Spain - in its process of adaptation and continuous improvement in sustainability by facilitating access to technical information, specific training and spaces for knowledge transfer. The main objective is to foster the implementation of good sustainable practices, both in industry and on farms and in particular, those that guarantee a reduction in emissions and the prevention of soil degradation and its restoration.

1st International Symposium on the Sustainability of European Beef

One of the main actions of this first year of the campaign will be the 1st European Symposium on Sustainability in Beef Production, which will be held in Brussels on 12th November 2025. This event, which can be followed [upon prior registration](#) both in-person and on-line, will bring together European institutional representatives, experts in sustainability, producers, associations from the sector and specialised media in order to analyse the current and future challenges faced by the beef sector in Europe, exchange good practices and foster debate on the key role of livestock in the fulfilment of the climate and sustainability goals marked by the EU, especially in those relating to emission reduction and soil preservation and enhancing.

The symposium will also be a platform to present the first advances of the campaign that kicks off today and will reinforce the sector's joint commitment to a more environmentally friendly production sector, animal welfare and the rural environment.

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Registration is free of charge and is open via the website <https://www.apaqw.be/fr>, which also provides all the details of the latest campaign launched today by Apaq-W and Provacuno

ABOUT APAQ-W: The Walloon Agency for the Promotion of Quality Agriculture, Apaq-W is a Belgian public entity whose objective is to support farmers and agricultural activity by creating a promotion and communication agency specialised in the field of agriculture, including horticulture, its services and the processing of agricultural products.. The agency is dedicated to the promotion of agriculture and agri-food products, set up in 2003. The Walloon minister for agriculture is at the helm of this mission.

ABOUT PROVACUNO: The Agri-Food Inter-professional Organisation of the Spanish Beef Industry (Provacuno) is a private, non-profit Spanish entity made up of the leading organisations from the production and processing/marketing sector to defend the interests of the beef sector, and as a meeting point and forum for debate to improve the situation of the sectoral food chain.

'Sustainable European Beef (SEUB)' is a promotion plan financed by European funds that follows the guidelines of Regulation (EU) No. 1144/2014 on raising awareness of the benefits of EU agricultural products and the high standards met by EU production methods. This programme is specifically focused on promoting and motivating producers and all actors in the value chain to adopt measures and tools aimed at continuously improving sustainability. Specifically, the sub-themes to be addressed are:

- a) Climate change mitigation, including the reduction of greenhouse gas emissions from agricultural practices, as well as the maintenance of existing carbon stocks and the reduction of emissions, and the improvement of carbon capture.
- b) Preventing soil degradation and restoring and enhancing its fertility, as well as managing nutrients and biota.

For further information on the campaign, visit: <https://boeufdurable.eu/>

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