



Plant-Based EU Policy Fund Donor Update

July 2025





July 28, 2025

Dear Plant-based EU Policy Fund donors,

Thank you for your continued generous support of the Plant-Based EU Policy Fund (PEP Fund), which aims to accelerate a plant-based food systems transition in Europe through strategic policy advocacy.

Six months into implementation, your investment is starting to yield results. PEP Fund grantees are achieving progress in advancing plant-based policy across Europe, from securing the first-ever EU Agriculture Commissioner endorsement to building meaningful and large coalitions with agricultural stakeholders who were previously neutral or opposed to plant-based initiatives.

Key Achievements & Metrics

- **Policy breakthroughs**, including the Danish EU Presidency and the European Parliament Environment Committee, incorporated EU plant-based action plans into their policies.
- Conducted **160+ meetings** with national legislators and EU representatives, and another **150+** meetings with other key stakeholders.
- Built **national and EU-wide coalitions**, including Portugal's coalition reaching 34 diverse partners, and a 20 NGO Brussels task-force.
- Distributed **\$2,279,886 to grantees**, covering 2025 and 2026 activities. Our remaining funding gap to realize all 2026 grants is \$96,803.

For the remainder of this update, we are pleased to share:

- Detailed analysis of stakeholder engagement progress and success stories
- Common barriers identified by grantees and proven strategies for overcoming resistance
- Financial summary and information about the remaining 2026 funding opportunities

For information on the PEP Fund Advisory Committee and grantees, please see the [January 2025 donor update](#).

The momentum is building across Europe, with plant-based food policy moving from fringe advocacy to mainstream political discussion. Your support is making this transformation possible.



Stakeholder Engagement

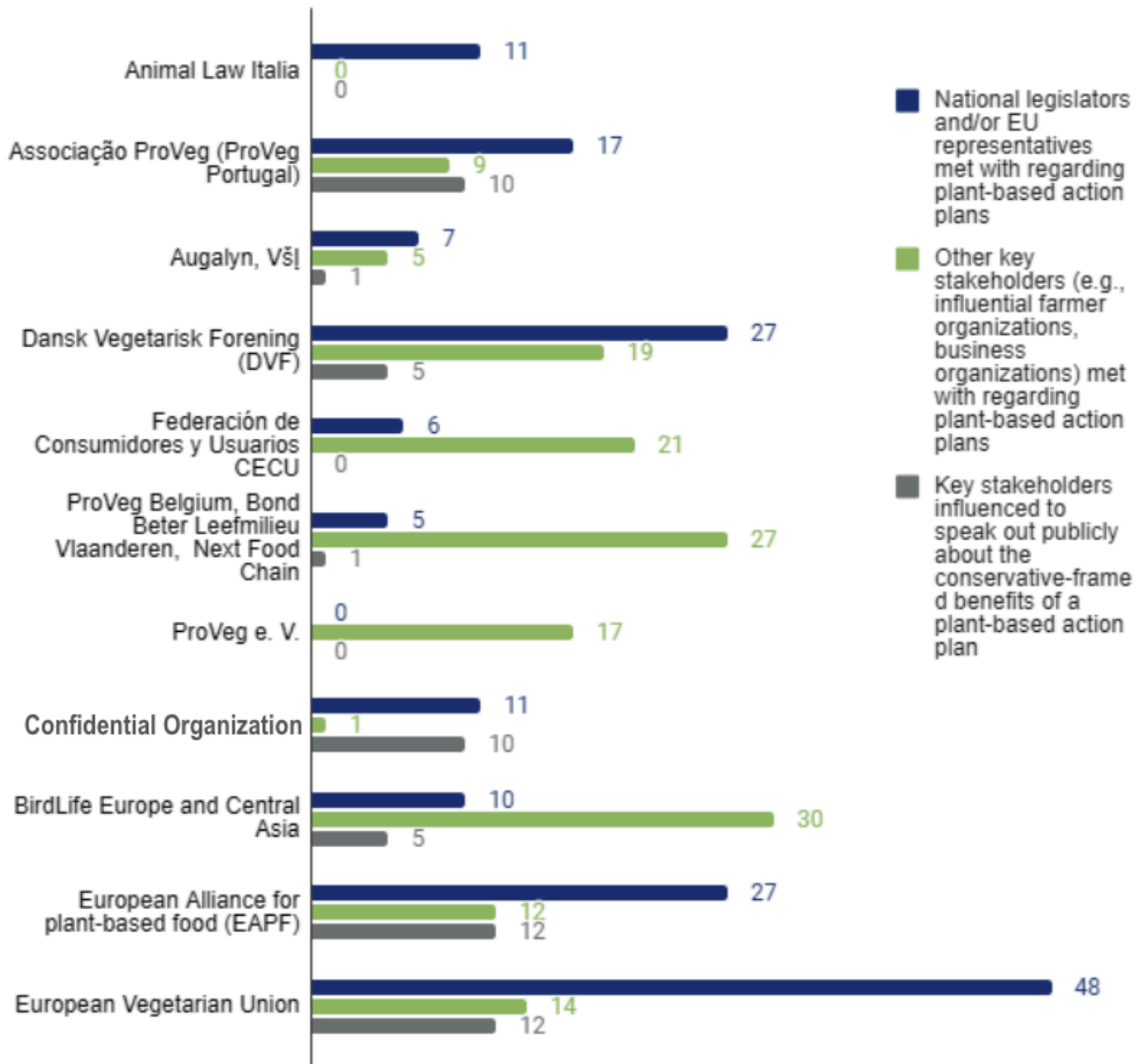
The [key milestone](#) to monitor progress at this stage is stakeholder engagement. Specifically:

"Grantees have met with the first large number of key national and EU-level stakeholders and received positive interest (whether shared publicly or privately), including from stakeholders that historically aren't supportive of plant-based policies."

Engagement by the numbers

Organizations reported the following number of stakeholder engagements:

Stakeholder engagement by Organizations from Jan 1 to Jun 30





Many organizations are meeting with legislators, representatives, and other key stakeholders to discuss the plant-based action plan, as well as some meaningful successes influencing key stakeholders to speak publicly about the conservative-framed benefits of a plant-based action plan.

While these numbers track progress towards the fund's goals by reporting on intermediate goals (i.e., engagements with and support from influential stakeholders), these numbers don't capture all the nuance and strategic choices. For example, some organizations noted that these figures are imprecise because engagements started well before January this year, so it is unclear when influence took place. Others intentionally chose not to ask stakeholders to speak out publicly.

Success Stories to Date

While these numbers are important, they don't capture the difference in scope between different engagements. Below is a selected list of case studies¹ of some of the wins of this program to date:

1. EU Agriculture Commissioner First-Ever Support

The Commissioner for Agriculture and Food provided his [first positive video address](#) on plant-based foods, acknowledging the "economic potential of developing plant-based value chains." This marks a fundamental shift from an EU Agriculture Commissioner's neutrality to active institutional support at the highest level.

2. Danish Government EU Presidency Official Commitment

The Danish Government officially wrote "The Presidency will focus on the potential of a common EU action plan for plant-based foods" into their [EU Presidency work plan](#) and made the [Plant Food Summit](#) an official EU Presidency event. This transforms plant-based advocacy from external lobbying to the official government agenda at the EU level.

3. European Parliament Historic Vote

The Environment Committee approved its [non-legislative opinion](#), which includes the EU Plant-Based Action Plan (page 25), cosigned by 5 political groups, including conservatives (EPP), marking the first time this policy was voted on at any European level. This breakthrough provides legislative legitimacy and moves the agenda from lobbying to actual parliamentary backing.

4. Portugal's 34-Organization Coalition Formation

ProVeg Portugal built a coalition of 34 diverse organizations, including CAP (the largest agricultural producers' organization and COPA-COGECA representative), actively partnering on plant-based protein projects, building on Portugal's [National Energy and Climate Plan](#) strategy for plant-based protein promotion.

5. Brussels NGO Task-Force Mainstream Success

European Vegetarian Union (EVU) created a 20+ NGO task-force that made "the Action Plan idea mainstream across civil society," including organizations that "did not work on plant-based before or were neutral," resulting in the [Blueprint for an EU Action Plan for Plant-Based Foods](#) signed by over

¹ Noting that many of these successes were secured by multiple organizations working in tandem.



70 organizations. The EU Plant-Based Action Plan is becoming less of a fringe idea and increasingly mentioned outside of the task force.

6. German Conservative Party Breakthrough

ProVeg Germany successfully engaged the advisor for agriculture and food to the CDU/CSU parliamentary group as well as parliamentary state secretaries' teams in events, receiving "positive feedback" that the information was "highly valuable," supported by their [press release highlighting economic benefits](#). This breakthrough demonstrates that economic messaging can overcome traditional conservative opposition to plant-based policies.

Other Reporting Outcomes

Introducing & Passing Action Plans/Funds

Organizations were asked whether national/EU funds and/or action plans for plant-based foods were (a) introduced by the organization, and (b) if any have passed since receiving PEP funding. Given the short time that has passed and the longer-term nature of successful policy processes, none have been introduced or passed yet. This lack of introduced action plans and funds is not off track, but rather consistent with [original milestone expectations](#).

However, it is worth noting the following intermediate successes:

- Portugal is planning a national strategy to promote plant-based protein. As of June 2025, no dedicated funding has been approved for this measure. See page 208 of [this report](#) for more details.
- The German Ministry of Food and Agriculture introduced a €20 million funding programme for farmers to diversify their protein production in 2024. So far, €4 million of funding has been disbursed. Details [here](#).

Media Secured

Organizations secured a total of 55 media mentions.

Some notable coverage is highlighted below:

- [More carrot, less stick: how meat-loving Danes were sold a plant-led world first](#). The Guardian.
- [More policy flavour is needed for an EU plant-based diet strategy](#). Euractiv.



Barriers & Strategies for Building Support

We asked grantee organizations about “the key barriers you’ve identified and strategies you’ve developed to build support from historically-neutral and -oppositional stakeholders.” Looking at all 11 organizations’ responses, the following common themes emerged:

Common Barriers:

- **Capacity & Resource Limitations:** struggling with staffing, time constraints, hiring challenges, and operational capacity to execute their ambitious advocacy plans.
- **Farmer & Agricultural Concerns:** concerns about farmer livelihoods, economic viability of agricultural transitions, livestock sector resistance, and fears about displacing rather than reducing animal production.
- **Economic & Business Concerns:** challenges around funding mechanisms, economic viability of plant-based transitions, business model concerns, and competition for public funding allocation.
- **Government & Policy Resistance:** resistance to top-down policies, concerns about government intervention in food choices, policy uncertainty, and political reluctance to mandate dietary changes.
- **Political Polarization & Opposition:** ideological resistance, polarized political debates, cultural identity conflicts, and difficulty reaching across political divides on food policy issues.
- **Cultural & Dietary Attachment:** deep cultural attachment to meat-centered diets, food traditions, and identity-based resistance to dietary change, particularly in countries with strong culinary heritage.
- **Health & Nutrition Skepticism:** concerns about nutritional adequacy of plant-based diets, necessity of animal products for health, and skepticism about ultra-processed plant-based alternatives.

Common Strategies for Success:

- **Farmer Engagement & Support:** directly engaging farmers and agricultural stakeholders with targeted support, messaging, and involvement in strategy development.
- **Economic Framing & Benefit Messaging:** emphasizing economic benefits, business opportunities, competitiveness, and financial advantages of plant-based policies.
- **Coalition Building & Stakeholder Engagement:** building broad coalitions and engaging diverse stakeholder groups to create unified support and shared ownership.
- **Cultural & Heritage Framing:** connecting plant-based foods to cultural heritage, traditional food practices, and regional identity.
- **Policy Integration & Multi-Ministry Approach:** integrating plant-based policies across multiple government departments and policy areas rather than focusing on just agriculture.
- **Gradual Consensus Building:** building support gradually through private meetings and consensus-building rather than confrontational public campaigns.
- **Evidence & Research:** using research, surveys, studies, and evidence-based approaches to support advocacy and counter opposition arguments.
- **Pragmatic & Inclusive Messaging:** using pragmatic, non-polarizing language and inclusive approaches to build consensus across ideological divides.



Funds Spent

To date, PEP Fund donors have contributed:

Donation Description	Amount
Donations received by Humane America Animal Foundation from PEP Fund donors	\$1,375,000
Donations as “aligned funding” <i>This aligned funding amounts to €400,000 + \$500,000 USD. Currency conversion rates to USD include conversion rates on two separate dates in 2024 and 2025, based on dates of donations to grantees.</i>	\$923,000
Total Distributed to Date	\$2,279,886
Remaining funds held. <i>These funds are being held until further funding is available to complete the remaining funding gap for at least one organization awaiting 2026 funding.</i>	\$18,114
Pledged donations for 2026 <i>This pledge is for €200,000. Currency conversion rate as of 7/24/25.</i>	\$235,320

To date, Humane America Animal Foundation has distributed \$1,356,886 and two aligned funders have distributed \$923,000 to grantees.

We have funded the full 2025 and 2026 recommended amounts for some, but not all, organizations. For organizations with a 2026 funding gap remaining, we continue to fundraise and will distribute the funds upon receipt (or, for donors who prefer direct grantmaking, we encourage direct donations to grantees and email [Zoë](#) so we can update future funding allocation). For a limited number of organizations, we will require renewal applications in late 2025.

Grantee	2025 Budget Funded by PEP Fund	2026 Budget Funded by PEP Fund	Remaining Funding Gap for 2026 PEP Fund Activities
Animal Law Italia	\$39,394	\$0	\$41,869
Associação ProVeg	\$85,675	\$89,959	\$0
Confidential Organization	\$50,000	\$0	\$50,000
BirdLife Europe & Central Asia	\$75,000	\$0	\$75,000



Grantee	2025 Budget Funded by PEP Fund	2026 Budget Funded by PEP Fund	Remaining Funding Gap for 2026 PEP Fund Activities
Dansk Vegetarisk Forening	\$636,430	\$362,570	\$0
European Alliance for Plant-Based Food	\$50,000	\$0	\$50,000
European Vegetarian Union	\$75,000	\$75,000	\$0
Federación de Consumidores y Usuarios CECU	\$128,219	\$0	\$115,254
Gyvi Gali	\$122,000	\$126,000	\$0
ProVeg Belgium, Bond Beter Leefmilieu, and Next Food Chain	\$100,000	\$59,640	\$0
ProVeg Germany	\$102,500	\$102,500	\$0
Total	\$1,464,217	\$815,669	\$332,123*

**This total funding gap will be reduced by a €200,000 (roughly \$235,320) pledge for 2026. As a result, this gap is \$96,803.*

Humane America Animal Foundation is generously distributing grants at no cost to the PEP Fund. Farmed Animal Funders has contributed staff time at no cost to the PEP Fund. 100% of PEP Fund donations are distributed to grantees.

2026 Funding Gap

The PEP Fund seeks to fill the remaining 2026 funding gap of \$96,803 and distribute those funds to grantees by the end of 2025. This will allow grantees who have not received multi-year grants to plan for policy work into and through 2026. We are particularly excited to raise *counterfactual* funding to fill this gap—meaning funding that does not replace existing donations to the movement to reform and replace factory farming. This can take the form of either donations from funders new to the movement or increased donation amounts from existing movement funders.

Beyond the minimum fundraising goal of \$96,803, we expect additional funding will:

- Help organizations account for the instability of the US dollar to Euro conversion ratio between their original applications and funding disbursements.
- Allow the PEP Fund Advisory Committee to allocate additional funding to existing PEP Fund grantees or new grantees, in response to the policy actions taken by the Danish Presidency of the EU Council in July–December 2025.



- Begin filling the funding need for the late 2026 funding round supporting 2027 activities. *For donors interested in contributing to the late 2026 funding round, we recommend pledging funds at your earliest convenience and making your donation in Q3 or Q4 of 2026.*

If you are connected to foundations or individuals motivated by climate and/or animal impacts who might take interest in the PEP Fund, we invite introductions to Zoë (zoe@farmedanimalfunders.org) or Shannon (shannon@farmedanimalfunders.org)!

If you are inspired to help fill the 2026 funding gap or to pledge towards the 2027 funding gap, please email Zoë.

Thank You

Farmed Animal Funders, the PEP Fund Advisory Committee, and PEP Fund grantees are deeply grateful for your generous support and confidence in the political strategy to accelerate a plant-based transition in Europe.

Additionally, thank you to Elliot Teperman, Farmed Animal Funders' Philanthropy & Programs Contractor, for synthesizing grantees' extensive reporting and drafting most of this impact report.

Please don't hesitate to reach out with any questions.

Sincerely,



Zoë

Zoë Sigle

Director of Philanthropic Advising & Programs
Farmed Animal Funders