**Trusted science for safe food in Europe**

Empowering Europeans to make confident food choices by explaining the science behind food safety is at the heart of the ‘Safe2Eat’ campaign.

The EU boasts one of the most rigorous food safety systems globally. Anchored in scientific excellence, this system involves close collaboration between the European Food Safety Authority (EFSA) and national food safety authorities across Europe, both playing central roles.

EFSA works closely with top scientists from across the EU, analysing, assessing, and advising on food safety and nutrition based on the latest evidence. This ensures that Europeans can enjoy their meals with peace of mind, knowing that their safety is prioritised.

Beyond consumer safety and nutrition, EFSA's work is crucial in protecting animals and the environment from risks associated with the food chain. Through these efforts, EFSA contributes to the overall well-being of European citizens and our environment.

**Safe2Eat**

Every day, myriad food choices are made, and the factors that influence those choices can vary from consumer to consumer.  According to the "[2022 Eurobarometer on Food Safety in the EU](https://www.efsa.europa.eu/en/corporate/pub/eurobarometer22)," cost and taste are the most influential factors in consumers’ food-related decisions, at 54% and 51% respectively, followed by food safety and food origin, both at 46%. Around four in ten individuals state nutritional content matters, while 16% indicate environmental and climate impact, and 15% say their own ethics and beliefs drive their choices.

Regardless of the factors influencing food purchasing and consumption decisions, European citizens can rest assured that whatever they choose to eat is safe thanks to the robust food safety system.

European consumers are among the best protected and best informed globally when it comes to their food. Scientists from across the EU review scientific data and studies to evaluate food risks, in support of the authorities who regulate the safety of products in our markets and shops. The EU food safety system ensures that every European has the right to know how the food they consume is produced, processed, packaged, labelled, and sold.

**About the campaign**

Launching this May, the ‘Safe2Eat’ campaign, formerly known as #EUChooseSafeFood, aims to build on the awareness-raising efforts of previous editions to trigger critical thinking and promote engagement among Europeans regarding food safety.

Now in its fourth year, the campaign focuses on three key areas:

* **Safe food practices** – European, international and national rules, supported by scientific evidence, ensure food safety from farm to table. Tips for safe food handling, storage, label reading, and cooking are provided, backed by the latest science to empower consumers to make informed choices.
* **Food and your health** – Eating a varied diet, including fresh ingredients alongside processed foods, contributes to overall health. Sometimes, foods with extra health benefits or dietary supplements are needed, and the campaign will provide clarity on nutritional needs, health claims and the science behind them.
* **What’s in your food** – European regulations ensure the safety of food ingredients, including additives and flavourings.

The campaign will focus on explaining why food additives and novel foods are safe. Additionally, it will highlight how products containing food allergens must be clearly labelled.

Safe2Eat’ campaign aims to reach members of the general public, from those with a high level of awareness and little concern about food safety, to those who are highly concerned and less informed. As a result, the communication style is designed to be informative and clear, while also maintaining a reassuring, upbeat, and dynamic tone.

**How to get involved?**

There are several ways to join the campaign and many of the campaign resources are available in multiple EU languages:

* Share our free materials from the toolkit with your network and help Europeans know that regardless of how they choose their food, they can have confidence that it is safe to eat.
* Check the campaign’s website (TBC) where you can find practical advice for food choices and inform consumers about the science that keeps our food safe to eat.
* Stay connected; Follow EFSA οn X (formerly Twitter), LinkedIn, Instagram, and YouTube and share the latest news on the campaign with your network.
* Spread the word about our common efforts for safe food and the science supporting it, by using the campaign hashtags #EUSafe2Eat to engage with and promote the various activities that are launched.

**Campaign Toolkit**

The campaign toolkit includes translated campaign materials available for use by stakeholders at national level to facilitate campaign dissemination and maximise reach.

* **Campaign backgrounder** – This document provides an overview of the campaign's objectives, topics, target audience, and communication style. It can be used to develop campaign-related content or can be reshared as it is.
* **Key visuals** – High-quality visuals covering all the topics addressed in the campaign. Available in your language and suitable for use on your website, social media accounts, newsletters, or any other relevant platforms.
* **Ready-to-use social media posts (in local language)** –Can be shared through your social media channels, using the official campaign hashtag #EUSafe2Eat. To increase visibility, make sure to mention EFSA when promoting your messages.

**Contact**

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