

Commission President-Elect  
Ursula von der Leyen  
European Commission  
200 rue de la Loi  
1049 Brussels

Berlin, 9. September 2019

### **Restoring a Taste for Europe**

Dear Commission President-Elect,

You certainly have a lot on your plate in the next five years. Communicating Europe in a meaningful way to citizens is a real challenge and the need for it has never been clearer. Even this week ahead you have the tough job of getting your team in place, which is why I have decided to contact you today and offer my humble services.

There is a real need to rekindle the love of Europeans for this European Union, so that our unity in all its diversity will give the EU the strength needed throughout the world. It is an old wisdom that the best way to people's hearts is through their stomachs. The love of food therefore is no less than the golden path to the love of the European Union.

How wonderful it would be five years from now to be remembered as the Commission President who provided the best food possible and therefore reached the hearts of the EU citizens?

Let's face it, there is no way around having an exemplary EU food policy to reverse the rising obesity, heart-disease and diabetes epidemic we face. To do this we need the right ingredients: safe, high-quality and healthy food for all.

As the long-standing director of the politically and financially independent consumer rights organisation **foodwatch**, which is renowned for its expertise in the field of European food policy, I take the liberty of offering you my services, pro bono of course, as your Special Advisor for the creation of a transparent, healthy and safe EU food market.

Food rights, transparency, consumer protection, freedom of choice, healthy food - the EU has all the legal utensils and ingredients to make this a reality. I would be honoured to help you get the recipe right.

What can I help you with?

We can change the EU approach to food to make it citizen friendly more than industry friendly. For example, we can make the labelling on packages as clear as a set of traffic lights; remove ingredients that nobody understands and nobody needs; implement a sugar-tax and tackle misleading marketing to protect our kids.

Together we can work to give our citizens a clear right to correct information about their food and enable them to take legal actions to defend their own health and interests effectively. Our European consumers will be using their rights as European citizens – bringing the benefits of the EU closer every day.

I would be delighted to assist in monitoring this task towards happier, healthier and more informed EU citizens as they explore the supermarkets and realise that the EU has their interests at heart.

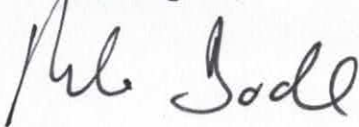
You may wonder why I am the right person for the job...

As a citizen, consumer and founder of foodwatch I know and understand very well how hard it is to do the family shopping and understand what is really in the products we put in the trolley. I have experience in spotting the food fraudsters and misleading packages and have spent the last years revealing case after case. I also recognise only too well that the real costs to the environment and our health are neither reflected in the Common Agriculture Policy nor in the costs of the foodstuffs and this needs sorting out fast.

My offer is on the table: I would be willing to meet you regularly during the whole of your Commission Presidency. I will be your Special Advisor and make EU Food Policy the very best in the world. Together we will contribute to restoring the taste for the EU across the EU by bringing it where it needs to be: for the citizens!

I would be very pleased to receive your invitation for a first personal meeting.

With best regards,

A handwritten signature in black ink, appearing to read 'Thilo Bode'. The signature is written in a cursive, flowing style.

Dr. Thilo Bode