

Origin labelling

Extending mandatory origin indication to certain foods ?



Origin labelling

1. Existing rules
2. Next steps under F2F Strategy
 - Key steps (3)
 - Possible extension to new food categories
 - Options
 - Modalities
3. Conclusions



1. Origin labelling: existing rules

- Mandatory rules in EU food legislation

Regulation (EU) 1169/2011

Where failure to indicate this might mislead the consumer as to the true country of origin or place of provenance of the food - General principle	Art 26 2. a)	
Fresh, chilled or frozen meat of swine, sheep, goats, poultry	Art 26 2. b)	R. 1337/2013
Primary ingredient	Art 26 3.	R. 2018/775

Vertical EU food legislation

Beef meat	R. 1760/2000
Fishery and aquaculture products	R. 1379/2013
Eggs	R. 589/2008 and 1308/2013
Honey	Directive 2001/110/CE
Olive oil	R. 29/2012
Fresh fruit and vegetables	R. 543/2011 and 1308/2013
Wine	R. 2019/33, 2019/34 and 1308/2013
Spirit drinks	R. 2019/787

1. Origin labelling: existing rules

- But... since 2016: national COOL schemes under the FIC

France	Milk as well milk and meat used as an ingredient	6 Member States have national measures on origin labelling in force
Greece	Milk and milk used as an ingredient in dairy products, rabbit meat	
Finland	Milk and milk used as an ingredient in dairy products, meat used as an ingredient in food Fresh, chilled and frozen meat and fish used as an ingredient in non-pre-packed food delivered by mass caterers	
Italy	Milk and milk used as an ingredient in dairy products, Durum wheat used in pasta, rice, tinned tomatoes, tomato concentrate and sauces whose ingredients are at least 50% tomato	
Portugal	Milk and milk used as an ingredient in dairy products	
Spain	Milk and milk used as an ingredient in dairy products	



2. Origin labelling: next steps under F2F

Key steps :

- DE Presidency conclusions: Dec 2020
- Inception impact assessment: Dec 2020 - Feb 2021= 12 weeks
- External study supporting impact assessment : August 2020 – June 2021= 9 months
- Open public consultation: Dec 2021 - March 2022 = 12 weeks
- Stakeholders consultation: Jan 2022 - April 2022
- JRC studies on origin labelling
- Drafting Impact assessment (EU Commission)
- Drafting legislative proposals (EU Commission) scheduled Q4 of 2022

Scheduled 2023 Q1 ?



2. Origin labelling : next steps under F2F

Key step 1:

Conclusions DE Presidency (december 2020):


- In the case of an extension of the mandatory indication of origin or provenance to other products, **harmonised rules at EU level are preferable** to national measures
- Need of assessing the costs and benefits, including their sustainability aspects of an extension => need of an **impact assessment**
- Impact assessment: (+ from MS 'evaluations **on their national measures**)
 - Impact on the single market (suppliers relationships and raw material procurement)
 - Consumers benefits, price aspects, consumer behaviour and willingness to pay
 - Environmental and social impacts
- **First priorities: milk, milk used as an ingredient in dairy products, meat and meat used as an ingredient**



2. Origin labelling : next steps under F2F

Key step 2:

Summary report of the Open Public Consultation on the proposed revision of the FIC

- Feedback received: 3224 (EU citizens 65%, companies 10%, NGO 5%, Academics/research 4 %)
- Non probability sampling
- Consumer demand for origin  labelling is strong (93 %)
 - Wish to support producers or the economy of a region
 - To be able to make an informed choice
 - Origin is an **indicator for the environmental impact** of a food product
- Voluntary information on origin labelling is not sufficient
- Country level most selected (for milk: regional level)

https://ec.europa.eu/info/law/better-regulation/have-your-say/initiatives/12749-Food-labelling-revision-of-rules-on-information-provided-to-consumers/public-consultation_en

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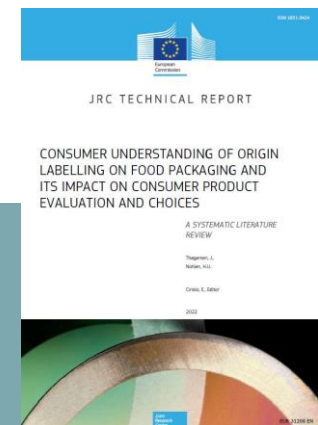
2. Origin labelling : next steps under F2F

Key step 3:

Results from the EU Commission'Joint research centre (JRC) - Literature review:

- Information about both country of origin and place of provenance has a **substantial influence** on consumer's food choice
- Consumers attach importance to origin information as
 - A cue to **good quality and environmentally friendly products**;
 - On average they like to support their local or domestic farmers and food industry
- However, when actually shopping, consumers may focus less on origin information than they would like to (because of time pressure, attractiveness of brands, etc...)

<https://publications.jrc.ec.europa.eu/repository/handle/JRC126893>



3. Possible extension to new food categories

- Milk and milk used as an ingredient
- Meat used as an ingredient
- Rabbit and game meat
- Rice
- Durum wheat used in pasta
- Potatoes
- Tomato used in certain tomato products



3. Possible extension to new food categories

Options:

- Option 0: « Business as usual » = Continuation of the existing legislative framework where origin indication of the food in question would not be mandatory:
 - ✓ on a voluntary basis or
 - ✓ by means of national law
- Option 1-3: mandatory origin indication provided at:
 - ✓ EU/non EU level
 - ✓ National level (MS or third country)
 - ✓ Regional level
- Option 4: mixed option based on a mix of elements above



3. Possible extension to new food categories

Modalities by food categories:

- May differ for the identified food categories
- Based on the results of the impact assessment
- Linked to the different stages of the supply chain:

Milk: place of milking, place of processing, place of packaging
Meat as an ingredient: place of birth, place of rearing, place of slaughtering



4. Origin labelling: conclusions

- EU harmonisation is needed
- Current rules are complex; new rules must be simple
- Delay in EU works (Q4 2022 => 2023)
- Long process
- How will it work with the EU existing rules ? (EU R. 2018/775)
- What will become national origin labelling rules ?



The Farm to Fork Strategy

Breakfast Directives: revision



Breakfast Directives

- Revision of EU marketing standards for agricultural, fishery and aquaculture products to ensure the uptake and supply of sustainable products
- DG AGRI = Lead DG
- EU marketing standards are scattered over different legal instruments:
 - in CMO reg (1308/2013) + delegated acts
 - in « Breakfast directives »
- Refit-initiative: revision, simplification possible ?



Breakfast Directives

Honey	2001/110/EC	A.R. 19/3/2004
Certain sugars intended for human consumption	2001/111/EC	A.R. 19/3/2004
Fruit juices and certain similar products intended for human consumption	2001/112/EC	A.R. 19/3/2004
Fruit jams, jellies and marmalades and sweetened chestnut purée intended for human consumption	2001/113/EC	A.R. 19/3/2004
Certain partly or wholly dehydrated preserved milk for human consumption	2001/114/EC	A.R. 19/3/2004
Cocoa and chocolate products intended for human consumption	2000/36/EC	A.R. 19/3/2004
Coffee extracts and chicory extracts	1999/4/EC	A.R. 21/6/2001 modif A.R. 5/3/1987



Honey Directive

Agriculture and Fisheries Council 15 december 2020:

*...REFERS to Member States' calls at the Agriculture and Fisheries Council to revise the Council Directive 2001/110/EC relating to honey with the aim **to specify the countries of origin of the honey used in honey blends**, and CALLS UPON the Commission to start work on a legislative proposal to amend the Directive accordingly*

Now in art 4:

(a) The country or countries of origin where the honey has been harvested shall be indicated on the label. Notwithstanding the first subparagraph, if the honey originates in more than one Member State or third country, the indication of the countries of origin may be replaced with one of the following, as appropriate:

- ‘blend of EU honeys’,
- ‘blend of non-EU honeys’,
- ‘blend of EU and non-EU honeys’;



Breakfast Directives : Conclusions

- At this moment there are no Comm proposals to modify the Breakfast Directives
- Revision of other marketing standards has started (fresh fruit and vegetables, eggs, ...)



The Farm to Fork Strategy

Revision of Regulation 1169/2011: Conclusions

- Proposal & Impact Assessment published at the same time
Initially expected Q4 2022 -> delayed Q1 2023.
- Long period between proposal and actual implementation of the new rules:
 - negotiations (Council, Parliament, Commission)
 - adoption
 - entry in application
 - transitional measures



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