

CLITRAVI

*CENTRE DE LIAISON DES
INDUSTRIES TRANSFORMATRICES DE VIANDES DE L'U.E.
LIAISON CENTRE FOR THE
MEAT PROCESSING INDUSTRY IN THE E. U.*

EFFECT OF NATIONAL MEASURES ON ORIGIN LABELLING

Joint meeting of the food labelling working group (Member States) and the advisory group on
the FCAPH

Brussels – 8 July 2019

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1. Introduction (CLITRAVI/FICT's)
2. French decree on meat origin labelling
3. Consequences on European market :
 1. French meat processors
 2. European meat providers
4. Origin values for consumers (real and supposed)
5. Clitravi position

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CLITRAVI

- The Liaison Centre for the Meat Processing Industry in the European Union (CLITRAVI) is the professional organization whose aim is to represent the interest of the European Meat Processing Industry
- Established in 1958
- CLITRAVI has 28 member organizations in the different EU Countries
- About **12,000 companies** which together manufacture around **13,5 Mio tonnes of meat products per year.**

Austria	Italy
Belgium	Lithuania
Bulgaria	The Netherlands
Czech Republic	Poland
Croatia	Portugal
Denmark	Romania
Finland	Spain
France	Sweden
Germany	Switzerland
Greece	United Kingdom
Hungary	Norway
Ireland	



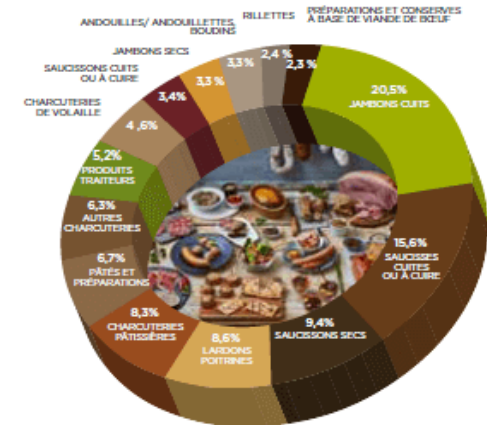
FICT

Fédération Française des Industriels Charcutiers, Traiteurs, Transformateurs de Viandes

2018:

- 310 businesses
- 6,7 billions of Euros of turnover
- 7,1% exports
- 1,2 millions tons of products (83% made with pig meat)
- 450 different meat products
- 37.000 full-time employees (90% in SMEs with less than 250 employees)
- 135.000 workforce people around the sector
- More than 75% of the national pig meat production processed

UNE GRANDE DIVERSITÉ
(450 SPÉCIALITÉS CHARCUTIÈRES)



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French decree (n°2016-1137 du 19 août 2016) : **On indication of meat's (used as ingredient) origin (and milk)**

Scope :

- Meat defined in INCO (ANNEX VII): squelettal muscle including adherent tissus,
- Sum (Bovine, ovine, goat, poultry and pork) > 8 %
- Prepacked products only

French decree (n°2016-1137 du 19 août 2016) :

On indication of meat's (used as ingredient) origin (and milk)

Labelling :

- **The rule:** In ingredients list « pork meat : X »
 - X : « Born in A, reared in B, Slaughtered in C »
 - If A=B=C ; X : « Origine A »
 - A= country – « UE » – « Hors UE » - « UE or non UE »
- **In practice:** All references to origin of meat are available including claim, logo: ...



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IMPACT ON FRENCH MEAT PROCESSORS

- when interested by origin, French consumer doesn't want information on origin. He wants French meat,
- Extra cost VS other countries Meat more expensive
 - Some French meat cut no more available or more expensive (ex. Ham, offals, ...)
 - New packaging : adaptation of labelling when the origin of meat changes
 - Organization : guaranty adequacy between labelling and meat origin (crisis risk)
- Adaptation of sourcing practices, changes in the mix of suppliers
- Less choice to achieve specifications
- Reorganization of storage and production
- **More costs but no more income for FBO**

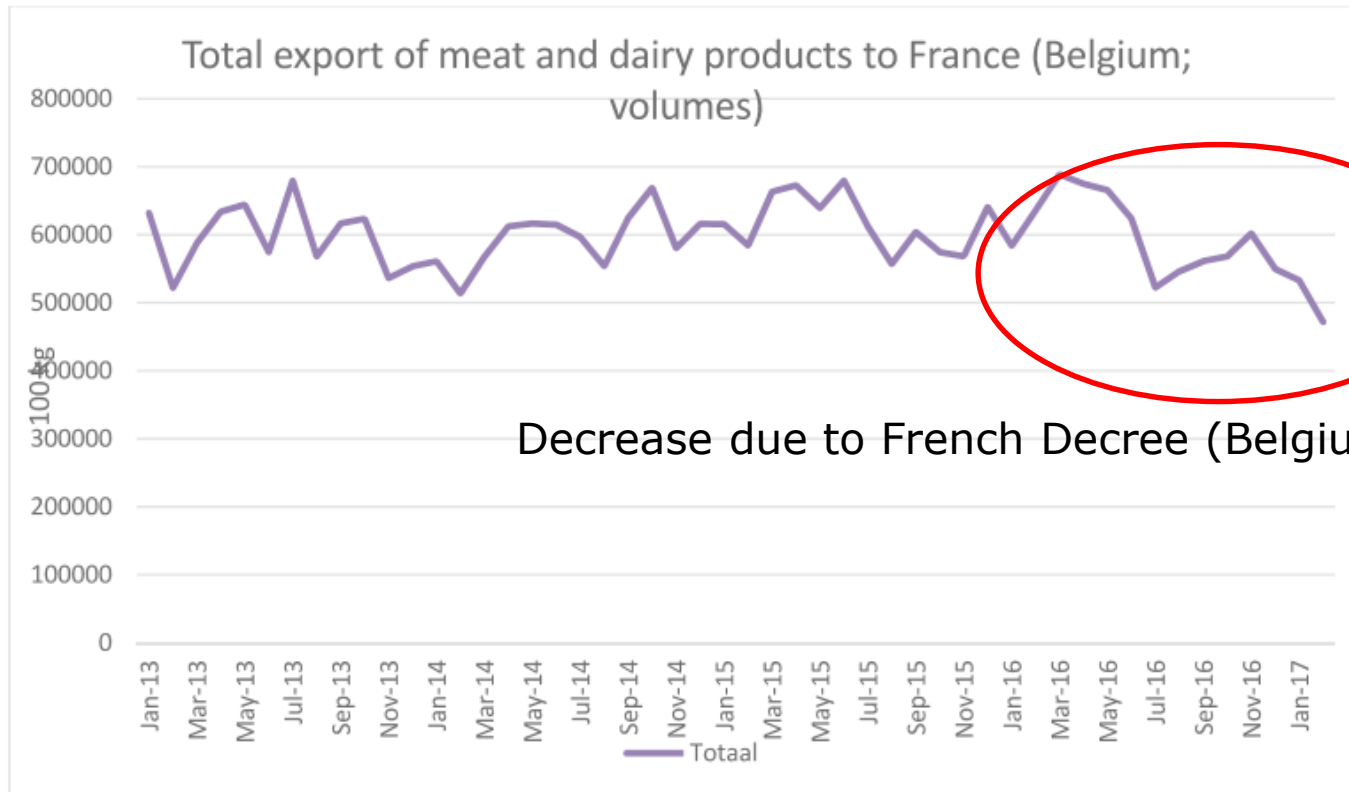
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European meat providers

- Protectionism (French consumer doesn't want information but buy French)
- Decrease of exports of raw materials to France (DK slaughterhouse: -9% compared to the same months the year before)
- Different supply chain system. Sometimes based on origin rather than on quality



European meat providers



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CONSUMER

Advantages of French meat :

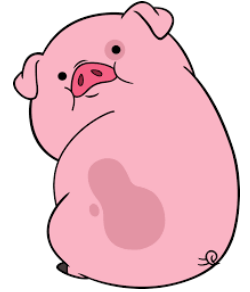
- **Real** “Buy French” supports local economy and territories development
- **Supposed** French meat is supposed to be better, more safe, with less environmental impact, ...

So :

- False perception. Misleading messages and “gastro-nationalism”
- Need to educate consumer to understand :
 - EU regulation
 - food labelling
 - the food supply chain

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QUALITY VS ORIGIN



Raw materials

- Origin: in a few cases make the difference (i.e. PDO)
- Quality: is not depending from origin (more linked genetcs, feed, way of rearing, etc).
- Origin: is not more traçability, less environment impact, more food safety, more animal wellfair

«know-how of processors »

- Origin: only in few cases there is local specificity in pork rearing (PGI, PGO)
- Generally: product quality is mainly due to know-how of the FBO Including the selection of raw materials and on recipes. Based on the best quality (for the product) at the best price.

Clitravi position

- EU harmonized approach on Article 26(3). Regulation EU 775/2018: welcomed
- No national measures. Jeopardize the Internal Market
- Current EU legal framework on origin labelling adequately ensures consumers are protected from being misled (art. 26.2a and 26.3)
- Complementary voluntary indication: when there is an added value (choice for the consumer)
- Made in EU
- Labels limited space also to promote competitiveness
- Transparency: digital tools can have a role. More space, more information available. E.g. Blockchain

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THANK FOR YOUR ATTENTION !