



Seminar on national temporary measures on origin labelling

8 July 2019

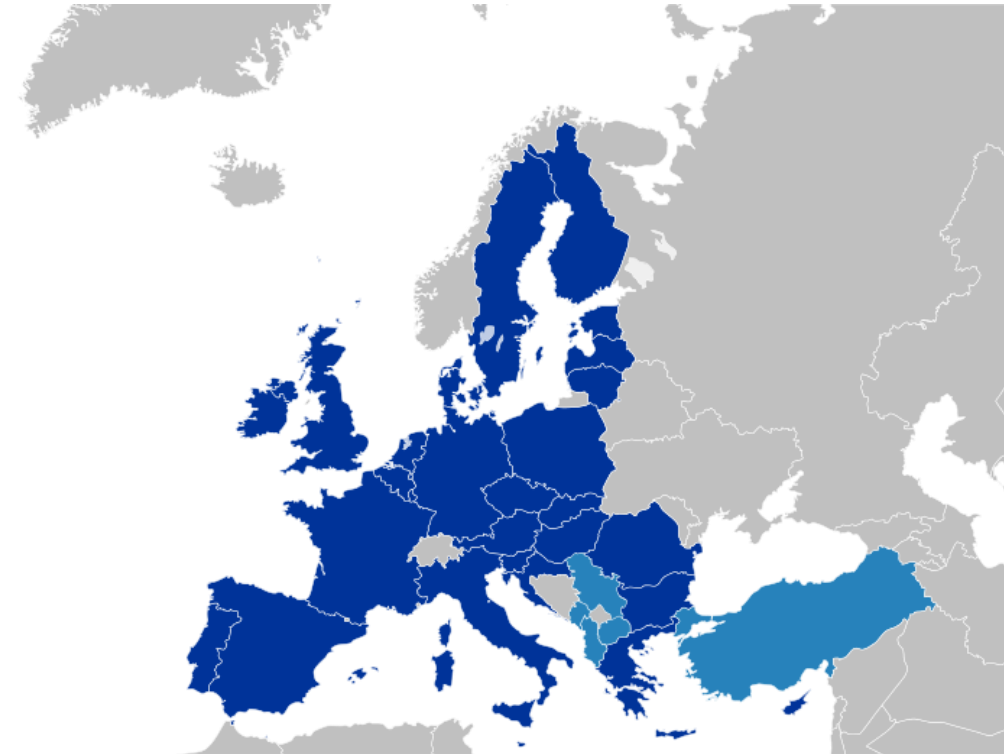
Pekka Pesonen, Secretary General Copa-Cogeca

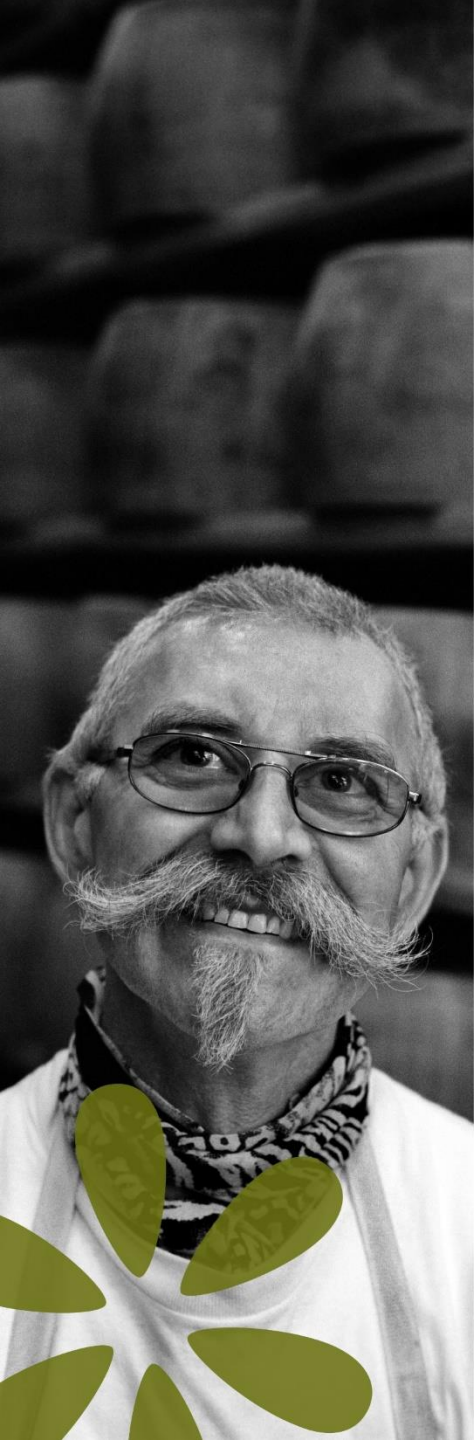


The European Single Market: a success story

* The EU Single Market guarantees the free movement of goods, capital, services, labour: the **four freedoms**.

* **Unharmonised national legislation** may have an impact on the functioning of our Common Market and the beneficial trade of agri-food products.





Voluntary Origin Labelling

- * “Origin” of an agricultural product refers to the place where the product was harvested or where the animal was reared, i.e. the **place of farming**.
- * Voluntary information on food origin cannot become a **marketing tool** for operators trying to differentiate on the market but who do not have all the relevant final product information or who simply do not want to disclose further information on the provenance of the main ingredient.
- * **Clear distinction** must be drawn between “place of farming” and “country of origin”, where voluntary information on food origin are given.



Mandatory Origin Labelling

- * Exhaustive **sectorial analyses** are essential to consider the specific challenges posed by mandatory origin rules for all product sectors.
- * If new horizontal labelling rules are defined for these categories without sectorial criteria in place, operators will face several **problems and overlaps**.
- * Instead of horizontal categories, such as unprocessed food or single ingredient products, origin labelling rules should be justified on a case by case basis, following a sectorial approach. **Different sectors have different specificities** that must be taken into account.
- * We advocate for a **balance** between informing consumers and financial repercussions. Cost-benefit **impact assessment** may be beneficial.



Mandatory Origin Labelling

- * We support a default **EU/non-EU** mandatory origin labelling, promoting the quality, tradition, know-how and high standards of European products.
 - * **Rice:** Member State level
 - * **Cereals/flour:** only EU/non-EU
 - * **Fresh and processed fruit and vegetable (and derived products):** obligatory mention of the Member State/ voluntary mention of the EU
 - * **Vegetable oils:** only EU/non-EU
 - * **Honey/ hive products:** Member State level
 - * **Eggs and poultry:** places of birth, rearing and slaughtering at Member State level



Thank you for your attention!

copa***cogeca**

European farmers

European agri-cooperatives



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