

**Voluntary Report** – Voluntary - Public Distribution

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**Report Name:** EU Adopts New Rules for Organic Pet Food

**Country:** European Union

**Post:** Brussels USEU

**Report Category:** Special Certification - Organic/Kosher/Halal

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**Report Highlights:**

The EU adopted new rules for the labeling of organic pet food in the single market. Pet food can now be labeled with the EU organic production logo if 95 percent of its agricultural ingredients are organic. The new rules make the EU organic production logo mandatory for prepacked organic pet food.

## General Information:

On October 27, 2023, the European Union (EU) published [Regulation 2023/2419](#) on the labeling of organic pet food in the EU's Official Journal. The Regulation entered into force on October 30, 2023.

This Regulation was proposed by the European Commission following the adoption of [Regulation 2018/848](#) which updated rules for organic production in the EU. Indeed, Regulation 2018/848, which entered into force in January 2022, stipulates that processed animal feed can be labeled as organic only if 100 per cent of its agricultural ingredients and at least 95 percent of its dry ingredients are organic. However, while these rules are appropriate for feed for production animals, they are not suitable for pet food, which is why a specific Regulation was needed.

Before the application of Regulation 2018/848, certain Member States had established national rules or recognized private standards that allowed the use of a term referring to organic production in the sales description of pet food. Regulation 2023/2419 aims to harmonize the labeling of organic pet food across the European Union.

## Requirements to Label Pet Food as “Organic”

Under Regulation 2023/2419, pet food can be labeled as “organic” in the sales description and in the list of ingredients if:

- At least 95 percent of the agricultural ingredients of the product by weight are organic and
- It complies with detailed production rules set in Annex II of Regulation 2018/848 for processed feed.

If less than 95 percent of ingredients are organic, individual ingredients can be labeled as organic in the list of ingredients. The list of ingredients shall include an indication of the total percentage of organic ingredients in proportion to the total quantity of agricultural ingredients.

Prepacked organic food shall use the organic logo of the European Union on the packaging if at least 95 percent of the agricultural ingredients are organic. This requirement enters into force on May 1, 2024.



Additionally, the term “organic” shall appear in the same color and in an identical size and style of lettering as the other indications in the list of ingredients.

The Regulation also lays down rules for pet food containing ingredients stemming from hunting or fishing.

Organic pet food labeled in accordance with national rules or private standards accepted by the Member States between January 1, 2022, and October 30, 2023, may be placed on the market until stocks are exhausted.

## **The Pet Food Market in the EU**

In 2022, the EU pet food industry represented a market of €29.1 billion Euros (\$31.1 billion USD), with an annual growth of 5.1 percent<sup>1</sup>. For cat and dog food, the EU imported \$1.7 billion of products, including \$69.5 million from the United States<sup>2</sup>. Those numbers do not include the imports of raw material for pet food production in the European Union.

Additionally, more than 46 percent of EU households own a pet. The European Pet Food trade association notes that the humanization of pets is a key trend driving the EU pet food market with an increase in premium products, including organic pet food.

### **Attachments:**

No Attachments.

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<sup>1</sup> Source: FEDIAF, the European Pet Food trade association, <https://europeanpetfood.org/pet-food-facts/pet-food-trends/>

<sup>2</sup> Source: TDM