

Voluntary Report – Voluntary - Public Distribution

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Report Name: European Commission Proposes to Update Marketing Standards for Agricultural Products

Country: European Union

Post: Brussels USEU

Report Category: Agriculture in the News, Avocado, Canned Deciduous Fruit, Dried Fruit, Fresh Deciduous Fruit, Fresh Fruit, Kiwifruit, Raisins, Stone Fruit, Strawberries, Tree Nuts, Vegetables, Agriculture in the News, Dried Fruit, Fresh Fruit, Tree Nuts, Vegetables

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Report Highlights:

On April 21, the European Commission proposed to update the marketing standards of select agriculture products such as fresh fruit and vegetables, nuts, honey, juices, eggs and poultry. U.S. stakeholders who want to comment on the draft measures have until May 19 to do so.

General Information

To be placed on the EU market and sold to consumers, most agri-food products must comply with EU marketing standards or standards established at the international level. Marketing standards concern the external qualities of products and the non-visible qualities that result from particular production processes, such as fruit content in jams. They apply equally to EU and imported products.

On April 21, the European Commission published [several proposals](#) to update the EU's marketing standards for some agricultural products:

- Eggs
- Poultry
- Fresh fruit and vegetables
- Bananas
- Nuts
- Dried Fruits
- Honey
- Fruit juices
- Fruit jams
- Evaporated milk

The European Commission is also evaluating proposing [new marketing standards](#) for:

- Cider and perry
- Pulses

New Origin Labeling Requirements

With these updates, the Commission is proposing more stringent mandatory origin labeling rules for honey, nuts and dried fruits, ripened bananas, as well as trimmed, processed, and cut fruit and vegetables (such as packaged salad leaves). The country, or countries of origin in the case of blends or mixes, will have to appear on the label.

In its report on possible new marketing standards for pulses, the Commission is considering mandatory origin labeling for dry pulses noting that “an EU marketing standard for dried pulses that only concerns the labelling of the origin, would improve consumer information and make applicable rules more coherent with the compulsory labelling of the origin for pulses harvested green for food.”

New Labeling Rules for Juices and Fruit Jam

The Commission proposes an increase in the fruit content of jams from 350 grams to 450 grams minimum (to 550 grams for quality extra) per kilo of finished product.

The Commission also wants to clarify the differences between “fruit juices” and “nectars” by allowing new rules regarding the mention of “with no added sugars.”

Next Steps

The proposals for *fresh fruit and vegetables, eggs and poultry* are covered by delegated and implementing acts.

U.S. stakeholders who would like to comment on those proposals can do so at the following page:

https://ec.europa.eu/info/law/better-regulation/have-your-say/initiatives_en?text=marketing%20standards&feedbackOpenDateFrom=21-04-2023&feedbackOpenDateClosedBy=19-05-2023

The deadline for input is midnight or 12:00 a.m. Brussels (Universal Time Coordinated + 01:00) on May 19, 2023. All comments provided through this consultation process may be released as public information.

After the end of the public consultation, the delegated acts will be adopted and sent to the European Parliament and the Council for a scrutiny period of two months. The Commission will publish them at the end of this procedure.

The proposals covering *jams, marmalades, fruit juices, honey and evaporated milk* are Directives. In that case, they were sent to the European Parliament and the Council of the EU for amendment and adoption. This procedure usually takes between 12 to 18 months to be completed.

Attachments:

No Attachments.