



Revision of EU marketing standards: state of play

Civil Dialogue Group on Poultry & Eggs

22 July 2020

Revision of EU marketing standards (1)

- ✓ The **external evaluation of marketing standards** contained in the CMO Regulation, the "Breakfast Directives" and CMO secondary legislation was **concluded**. The **final report, executive summary, power point presentation, quality assessment of that evaluation has been published on Europa website**, under the market related evaluations: https://ec.europa.eu/info/food-farming-fisheries/key-policies/common-agricultural-policy/cmef/products-and-markets_en
- ✓ Within the evaluation, an **open public consultation** was undertaken for a period of 12 weeks (22 July 2019 - 14 October 2019). **Summary report as well as contributions to this public consultation are published** here: <https://ec.europa.eu/info/law/better-regulation/have-your-say/initiatives/1457-Evaluation-of-marketing-standards-Regulation-EU-No-1308-2013-/public-consultation>

Revision of EU marketing standards (2)

- ✓ The Commission's **Staff Working Document**, bringing together the results of the evaluation and results of stakeholder consultations, **to be finalised in Q3 2020**.
- ✓ Under the **Farm to Fork strategy**, a proposal for a **revision of EU marketing standards** for agricultural, fishery and aquaculture products to ensure the uptake of and supply of sustainable products is **foreseen for 2021-2022**.
- ✓ Next step -- inception **impact assessment as well as public consultation** (timing not fixed yet – probably end 2020-2021).

Evaluation of marketing standards: key conclusions

- ✓ *EU marketing standards continue to fulfil their role and remain relevant for stakeholders.*
- ✓ *There is no case for a major policy overhaul or break with the system.*
- ✓ *Pointed out technical modernisation in specific sectors that could bring significant efficiency gains.*
 - ✓ ***Poultrymeat (water content limits & adjustments in rules for farming methods)***
 - ✓ ***Eggs (inconsistency between minimum durability date (R589/2008) vs. sell by date (Hygiene R853/2004) – potential for food waste)***