



Revision of marketing standards

Celine Keidel, DG Agriculture and Rural Development, Unit
G.2 – Wine, spirits, and horticultural products

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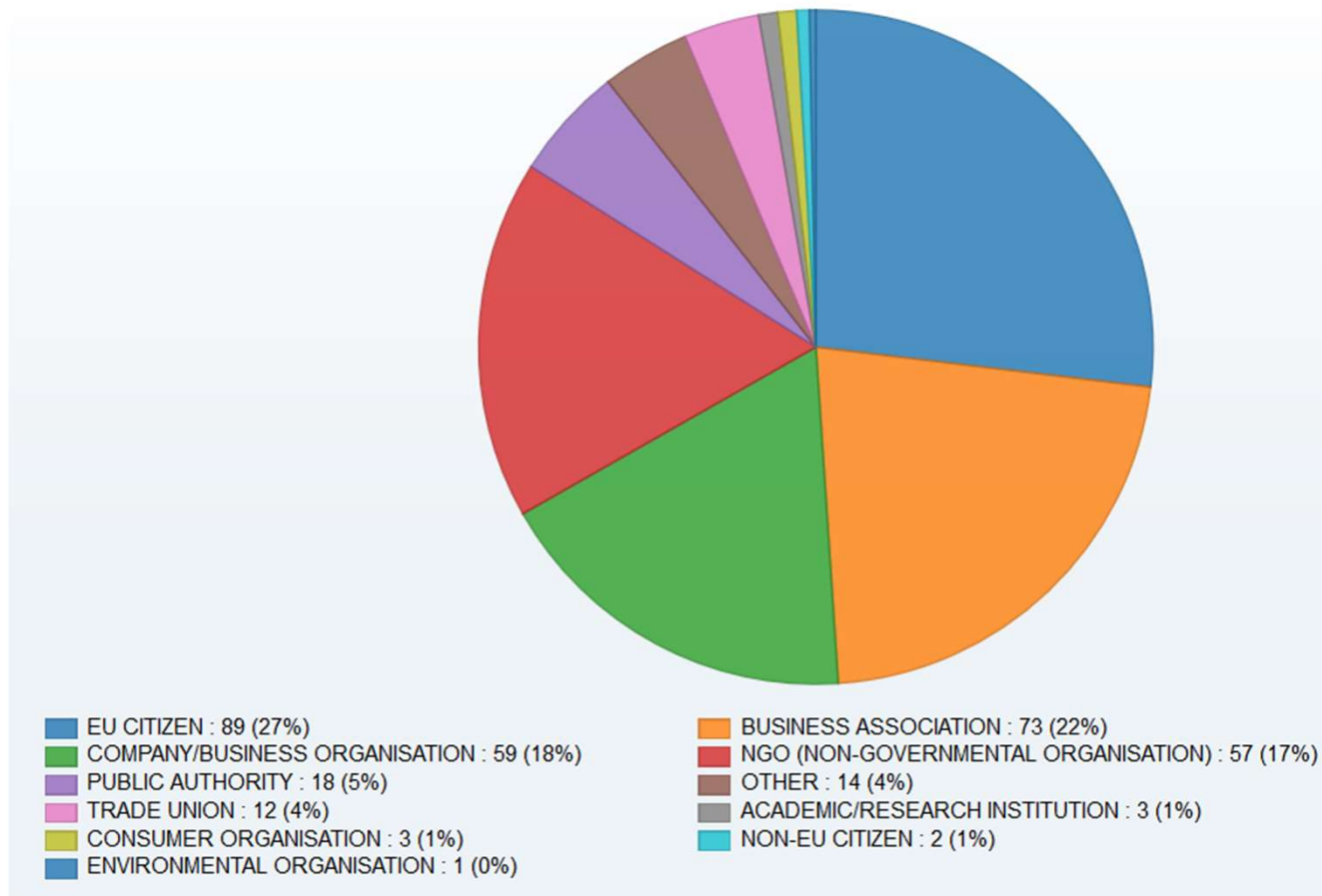
Basic principles

- Modernisation
- Alignment with Lisbon Treaty
- Green Deal/Farm-to-Fork → introduce more sustainability
- Clarifications where needed
- Linked but distinct from sustainable food labelling framework

Timeline

- Evaluation published November 2019
- Farm-to-Fork Communication adopted on 20 May 2020
- Roadmap published 19 January - 16 February 2021 – 156 contributions
- Open Public Consultation 8 June - 31 August 2021 – 331 contributions
- Academic Workshop (JRC/AGRI) 9 September 2021
- Next steps: Member State consultation, Impact Assessment drafting, legislative proposal(s) (Q2 2022)

Public consultation – profile of contributors



Themes under consideration

- Can the tool of Optional Reserved Terms be useful for sustainability messages?
- New marketing standard for cider
- Update the juice and jam Directives (reduced sugar content)
- Kitchen-ready fruit and vegetable
- Import of ripened bananas

Thank you



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