



Review of EU marketing standards (Honey Directive)

DG AGRI E3 Animal Products

Civil Dialogue Group – 2 December 2022

In the Farm to Fork action plan

- **Action 18:** reviewing marketing standards for uptake and supply of sustainable products
- **Action 21:** Proposal to require **origin indication for certain products** scheduled for Q4 of 2022
- Legal basis: Council Directive 2001/110/EC the “Honey Directive” (2021)
- Integrated in the **public consultation on marketing standards**

EP view

- European Parliament **resolution of 20 October 2021 on a farm to fork strategy** for a fair, healthy and environmentally-friendly food system:
- (97) ... calls on the Commission to propose **legislative changes** for **honey labelling rules** that will result in better consumer information and to support the EU beekeeping sector by reinforcing import inspections in order to prevent imports of adulterated honey while stressing that all country-of-origin labelling needs to be effectively enforced to combat food fraud

Council view

- German presidency conclusions (AGRIFISH Council of 15/16 December 2020):

(25) REFERS to Member States' calls at the Agriculture and Fisheries Council to revise the Council Directive 2001/110/EC relating to honey with the aim to **specify the countries of origin of the honey used in honey blends**, and CALLS UPON the Commission to start work on a legislative proposal to amend the Directive accordingly

- At the AGRIFISH Council of 11-12 October 2021, many Ministers expressed support for the Slovenian presidency's proposal to **revise the rules on labelling honey blends** so as to indicate the countries of origin of the honey used in the blends

Guiding principles looking ahead

- Preserve the single market
- Not confuse origin labelling and consumers' choice for local products
- Traceability is regulated by the general food law Regulation (EC) No 178/2002
- Traceability serves a specific purpose (food safety, animal health, etc.) The purpose defines how sophisticated the traceability system needs to be - the more sophisticated (timeliness, detail, etc.), the more expensive

Timetable

- Open public consultation finished (2021)
- Impact assessment close to finalisation
- Legal drafting currently going on
- coordinated with other products (fruit juice, jams, jellies, marmalade, dehydrated preserved milk)
- Proposals to be presented in Q1 of 2023

Thank you



© European Union 2020

Unless otherwise noted the reuse of this presentation is authorised under the [CC BY 4.0](https://creativecommons.org/licenses/by/4.0/) license. For any use or reproduction of elements that are not owned by the EU, permission may need to be sought directly from the respective right holders.

Slide xx: element concerned, source: e.g. Fotolia.com; Slide xx: element concerned, source: e.g. iStock.com

