



Evaluation of Marketing Standards (contained in the CMO Regulation, the “Breakfast Directives” and CMO secondary legislation)

CDG ANIMAL PRODUCTS – Sector Poultry and Eggs

**DG AGRI C.4 Monitoring and Evaluation unit
16 June 2019**

Meeting outline

1. *Introduction: what an evaluation is, actors involved, the evaluation steps and timing*
2. *Why do we need this evaluation?*
3. *Objective and scope of the evaluation*
4. *Timing, open public consultation and other information*

Evaluation in the EU policy cycle

Evaluation is a systematic tool which provides a rigorous evidence base to inform decision making.

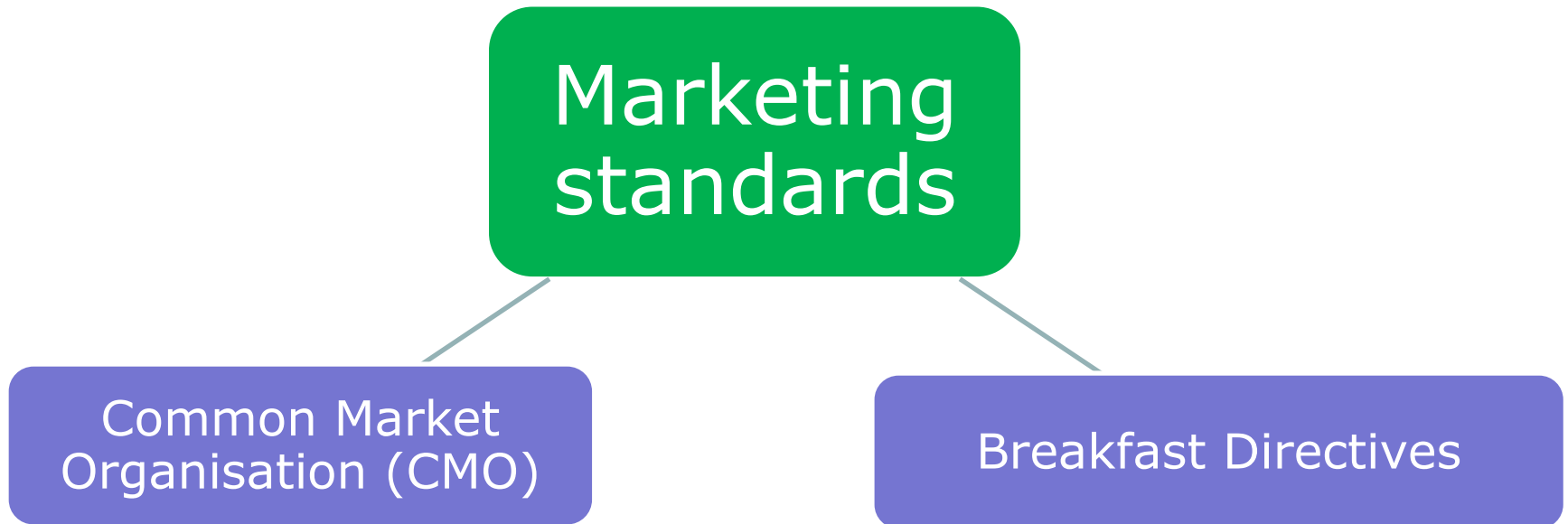


What are marketing standards?

- *Related to agricultural product **quality policy***
- *Enable the market to be supplied with **products of a standardised and satisfactory quality***
- *Relate to: technical specifications, classification, presentation, marking and labelling, packaging, production method, conservation, storage, transport, administrative documents, certification and time limits, restrictions of use and disposal*.*

* Rec 71 Reg 1308/2013

Broad scope with focus on marketing standards



Purpose of the evaluation

- To determine to what extent the EU marketing standards:
 - **Are delivering to achieve the fixed objectives**
 - **Are useful for the stakeholders (consumers, producers, packers, retailers)**

Legal acts I



- *Common Market Organisation (CMO) Regulation*
 - **Regulation 1308/2013**
- *Secondary CMO legislation*
 - **Olive oil – Regulation 29/2012, 2568/91**
 - **Fruits & Veggies – Regulation 543/2011 and 1666/1999**
 - **Bananas - Regulation 1333/2011**
 - **Eggs - Regulation 589/2008**
 - **Hatching eggs poultry chicks - Regulation 617/2008**
 - **Poultry meat - Regulation 543/2008**
 - **Bovine meat - Regulation 566/2008**
 - **Hops – Regulation 1850/2006**
 - **Spreadable fats, milk products – Regulation 445/2007**
 - **Protection of designations for milk – Reg. 1898/87**
 - **Commission Decision 2010/791/EU**

Legal acts II



- *Breakfast Directives*
 - **Coffee and chicory extracts – Directive 1999/4/EC**
 - **Cocoa and chocolate products – Directive 2000/36/EC**
 - **Sugars intended for human consumption – Directive 2001/111/EC**
 - **Fruit jams, jellies and marmalades and sweetened chestnut purée intended for human consumption – Directive 2001/113/EC**
 - **Dehydrated milk – Directive 2001/114/EC**
 - **Fruit juices – Directive 2001/112/EC**
 - **Honey – Directive 2001/110/EC**

Other factors to be considered

- *Other applicable rules*
 - **Private and international marketing standards**
 - **Checks and penalties to marketing rules (art. 89(3) of Reg. 1306/2013)**
 - **Horizontal labelling rules (Reg. 1169/2011)**
 - **Hygiene rules for food of animal origin (Reg. 853/2004)**
 - **Control rules for food and feed, animal health and animal welfare (Reg. 882/2004)**

Steps of the evaluation + timing

1. Decision to evaluate 😊
2. Establishing the Steering Group 😊
3. Roadmap on-line + feedbacks received 😊
4. Technical specs 😊 and consultation strategy
5. Signing the contract 😊
6. Make information and data available 😊
7. Managing the evaluation 😊
8. Public consultation (for 12 weeks) (now)
9. Preparation of a staff working document (SWD) (2020)
10. For major evaluations: opinion of the Regulatory Scrutiny Board (2020)
11. Publication of findings (2020)

Scope of the evaluation – period and coverage

- **Examination period:** Marketing standards from coming into force of current Common Market Organisation (CMO) - 2014
- **Geographical coverage:** All EU MS.

Evaluation Study Questions (ESQ)

- Effectiveness ESQ (1-3)
- Efficiency ESQ (4-5)
- Relevance ESQ (6)
- Coherence ESQ (7-10)
- EU added value ESQ (11-12)

Other useful information

- Contract signed on 3rd December 2018.
- Evaluation period: Dec. 2018- November 2019
- Case studies on a number of different sectors
- Open Public Consultation to be launched
(Duration: 12 weeks)



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Thank you