

## CDG Milk 20 November 2018



## Your favourite Dairy Product?

***"My favourite dairy product is an aged Comte cheese on a crispy baguette with salted butter!"***



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incoming DG AGRI director  
markets & observatories



# The protection of dairy terms



EU COM ROADMAP Evaluation of marketing standards  
28 June 2017



EDA delegation meeting with DG AGRI  
18 December 2017



TM A462172452-2862217

EVALUATION AND FITNESS CHECK (FC) ROADMAP			
TITLE OF THE EVALUATION/FC	Evaluation of marketing standards (provided in the CMO Regulation, the "breakfast directives" and CMO secondary legislation)		
LEAD / DV RESPONSIBLE UNIT	AGRI-C.A	DATE OF THIS ROADMAP	29/06/2017
TYPE OF EVALUATION <i>(Select the category that applies from each line)</i>	Evaluation, Interpret,	PLANNED START DATE	Q4 2017
		PLANNED COMPLETION DATE	Q4 2018
		PLANNING CALENDAR	<a href="http://ec.europa.eu/smart-regulation/evaluation/index_en.htm">http://ec.europa.eu/smart-regulation/evaluation/index_en.htm</a>
This indicative roadmap is provided for information purposes only and is subject to change.			

A. Purpose
<p><b>(A.1) Purpose</b></p> <p>The reformed Single Common Market Organisation, operational since 2014, includes marketing standards by sectors or products. Those standards are a part of the agricultural product quality policy. Their purpose is to take into account the expectations of consumers and to contribute to the improvement of the economic conditions for the production and marketing of agricultural products and their quality (rec. 65, Reg. 1308/2013).</p> <p>The objective and scope of marketing standards related to agricultural product quality policy, has been defined as follows: "Marketing standards should apply to enable the market to be easily supplied with products of a standardised and satisfactory quality, and in particular should relate to technical definitions, classification, presentation, marking and labelling, packaging, production method, conservation, storage, transport, related administrative documents, certification and time limits, restrictions of use and disposal." (rec. 71 Reg. 1308/2013).</p> <p>Marketing standards established by the so called "breakfast Directives" have been justified by the fact that differences between national laws could lead to unfair competition, mislead consumers, and thereby have a direct</p>



## Misuse of dairy protected terms



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# EDA actions for the protection of dairy terms



Joint EDA, Eucolait, Copa-Cogeca Press Release 27 April 2018



27/4/18

## Press Release

**EU industry calls for dairy produce to be protected in future EU legislation against misleading sales descriptions**

Together with the European Dairy Association (EDA) and Eucolait, Copa and Cogeca urge the EU to continue to ensure that dairy products are protected against misleading sales descriptions in EU legislation and in the future Common Agricultural Policy (CAP).

The main aim of EU legislation on labelling is to provide consumers with information about



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# EDA actions for the protection of dairy terms

- EDA guidelines on dairy protected terms published on the EDA Website (EN/FR) June 2018



Traduction FR D-FEPC-18-047



Comprendre le monde des produits laitiers  
Juin 2018

## Directives EDA sur les principes et la mise en œuvre de la protection des termes de laiterie

*État des lieux et principes juridiques pour la protection des termes de laiterie*

Ces directives de l'industrie laitière traitent de l'utilisation et de l'utilisation abusive des définitions, des désignations et des dénominations de vente protégées du lait et des produits laitiers sur le marché unique européen et visent à servir d'outil pour faciliter leur protection au niveau national. Les cinq points principaux ci-dessous constituent la structure du document :

- (I) La protection internationale des termes de laiterie a été traduite dans la législation alimentaire européenne et l'UE a conservé ladite protection depuis plus de 30 ans.
- (II) Les dispositions spécifiques sur la protection des termes de laiterie puisent leur source dans le règlement européen en vigueur relatif



D-FEPC-18-047



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June 2018

## EDA Guidelines on the principles and enforcement of the Protection of Dairy Terms

*State of play and legal principles for the Protection of Dairy Terms*

These dairy industry guidelines intend to address the use and misuse of protected definitions, designations and sales descriptions of milk and milk products within the European Single Market and to serve as a tool to facilitate their enforcement at national level. The five main points below constitute the structure of the document:

- (I) The international protection of dairy terms has been translated into EU food law and the EU has safeguarded this very same protection for over 30 years.
- (II) The specific provisions on the protection of dairy terms are rooted in the current EU Common Market Organisation