



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

CDG MILK

DG AGRI C.4 Monitoring and Evaluation unit
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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

Evaluation criteria

- Effectiveness
- Efficiency
- Relevance
- Coherence
- EU added value



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**

- *Regulation (EU) No 1308/2013 ("single CMO Regulation") in its Article 78 states that, in addition, where relevant, to the applicable marketing standards, the definitions, designations and sales descriptions provided for in Annex VII shall apply to the following sectors or products: (...)*

- **Milk and milk products intended for human consumption (Annex VII, parts III and IV).**
- **Milk fats (Annex VII, part VII; Appendix II).**

Legal acts II



- *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 III



- *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.

Other useful information

- Contract signed on 3rd December 2018.
- Evaluation period: Dec. 2018- November 2019
- Case studies on a number of different sectors
- **Dedicated analysis: Absence of an EU definition of cheese**
- Open Public Consultation launched (Duration: 12 weeks)



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Thank you