

Evolution of labelling schemes

*Green Paper on agricultural product quality:
farming requirements, product standards, and quality schemes*

EuroMARC seminar

Brussels

6 November 2008

What is “quality”?

- Meeting consumer/buyer expectations
- Product and process characteristics
- Baseline and “higher” quality
- Safety and hygiene: non-negotiable “must”

Quality is a strength of EU agriculture

- Farmers need to respond to:
 - Globalisation
 - Consumer demand
- EU Farmers compete on quality
 - Baseline production requirements and marketing standards
 - Higher value-added farming attributes

EU intends to improve its quality policy to help farmers:

- provide products with the qualities that consumers want;
- guarantee these qualities, and
- effectively communicate these qualities to their buyers and to consumers

Policy development: consultation

- Step by step approach
- 2008: Consultation of all those involved in the food chain from the farmers to the consumers, the traders to the retailers (**Green Paper**)
- May 2009: Strategic policy orientations also open for consultation (Communication)
- 2010: Legislative proposals to adapt the EU quality policy

Green Paper: 3 parts

- I. Production requirements and marketing standards
- II. EU quality schemes:
 - PDO/PGI, TSG
 - Organic farming
 - Outermost regions
 - Other...?
- III. Food quality certification schemes



I. Farming requirements and marketing standards

- Farming:
 - How to make better known EU farming requirements?
 - EU label?
- Products:
 - Simplification of marketing standards
 - Use of reserved terms:
 - 'farmhouse', 'mountain' ?*
 - Retail sale of 'unaesthetic' product?

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II. EU quality schemes

- PDO-PGI: major policy review
- TSG: 20 registrations in 15 years
- Outermost regions: impact and development of scheme
- Organic farming: functioning of the EU market
- What else is needed?
 - Mountain? High nature value? Ecolabel?*



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III. Certification schemes

- Private and national/regional
- Build on conference 2007
- Issues:
 - Consumer confidence
 - Farmer burdens of multiple certification
 - Functioning of single market
- Guidelines?



Case for a labelling scheme

- What is the problem?
- How best to address the problem?
Public / Private scheme; national / regional/ EU level
- Simplicity and clarity for participants
Costs and benefits for farmers and consumers
- Control burdens:
 - Certification structure:
Competent authority; control body; accreditation authority
 - Labelling mechanism in marketing standard:
CMO control



Future developments

- Reminder: consultation on the Green Paper
15.10.2008 — 31.12.2008 only
- Stakeholder responses: on-line
- Summary report *planned* March 2009
- Czech Presidency Quality Conference
planned March-April 2009
- 'Communication' (strategic orientations):
May 2009



Thank you for your attention!

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Quality: http://www.ec.europa.eu/agriculture/quality/index_en.htm

Green Paper: http://www.ec.europa.eu/agriculture/quality/policy/index_en.htm