Marketing rules

The 27th meeting of the Expert Group on delegated acts concerning Horizontal Matters of the CAP

13 January 2016

DG Agriculture and Rural Development
European Commission
Working Group on the simplification of the EU Marketing standards

6 February 2015

- Quality benchmarks at the EU level
- Streamline / simplify
- Risk based controls
- Increased reliance on international standards (e.g. CODEX)
10 sectors

Olive oil
Fruits and vegetables
Bananas
Wine
Eggs
Hatching eggs
Poultry meat
Bovine meat
Hops
Spreadable fats, milk products

15 Commission Regulations

Regulation 29/2012, 2568/91, olive oil
Regulation 543/2011, fruit and vegetables (fresh)
Regulation 1333/2011, bananas
Regulation 589/2008, eggs
Regulation 617/2008, hatching eggs
Regulation 543/2008, poultry meat
Regulation 566/2008, bovine meat
Regulation 1850/2006 and 1295/2008, hops
Regulation 445/2007, spreadable fats, milk products
Approach
### Chapter I – Scope

**Olive oil, Article 1 of R. 29/2012**


**Article 1**

This Regulation lays down specific standards for retail-stage marketing of:


### Chapter II – Definitions

**Olive oil, Article 1 of R. 29/2012**

2. For the purposes of this Regulation, retail stage means the sale to the final consumer of oil as referred to in paragraph 1, presented in the natural state or incorporated in a foodstuff.

**Article 2**

For the purposes of this Regulation, the following definitions shall apply:

a) **retail stage** means the sale to the final consumer of products, referred to in Article 1, presented in the natural state or incorporated in a foodstuff.

b) **designation of origin** means reference to a geographical area on the packaging or the label attached to the packaging.

The idea is to have common definitions across sectors.

### Chapter III - Presentation and Labelling

**Olive oil, Article 2 of R. 29/2012**

Oils as referred to in Article 1(1) shall be presented to the final consumer in packaging of a maximum capacity of 5 litres. Such packaging shall be fitted with an opening system that can no longer be sealed after the first time it is opened and shall be labelled in accordance with Articles 3 to 6. However, in the case of oils intended for consumption in restaurants, hospitals, canteens and other similar collective establishments, the Member States may set a maximum capacity exceeding 5 litres for packaging depending on the type of establishment concerned.

**Olive oil, Article 3 of R. 29/2012**

Subsection I - **Olive oil**

Article…

(1) Oils as referred to in Article (…) shall be presented to the final consumer in packaging of a maximum capacity of 5 litres. Such packaging shall be fitted with an opening system that can no longer be sealed after the first time it is opened and shall be labelled in accordance with Articles (…) However, in the case of oils intended for consumption in restaurants, hospitals, canteens and other similar collective establishments, the Member States may set a maximum capacity exceeding 5 litres for packaging depending on the type of establishment concerned.

(2) Descriptions in accordance with Annex VII, part VIII of Regulation (EC) No
Challenge – finding common traits

Definitions
Control principles
Reporting methods
State of play

Working document (not a draft Regulation)

Proposed structure for future DA/IA

Policy details to be further discussed is sectoral expert groups
Thank you for your attention!

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