

*The evaluation support study was carried out on behalf of the European Commission Directorate General for Agriculture and Rural Development.*



*For more information about current developments in origin labelling please scan the QR code below*



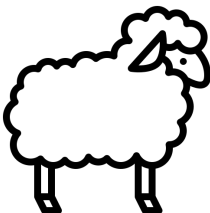
European  
Commission

***Evaluation support study on mandatory indication of country of origin labelling for certain meats***



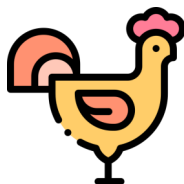
## Background

According to EU rules applying from 1st of April 2015, the country of origin should be indicated on the label of pre-packaged meat from pigs, sheep, goats and poultry sold in the European Union. These rules are laid down in Regulation (EU) No 1337/2013.



### Which sales of meat are covered?

- Fresh, chilled and frozen meat
- Meat sold pre-packaged
- Meat produced from pigs, sheep, goats and poultry



### What are the rules?

- The label must indicate the country of origin or place of provenance
- The term "origin" is reserved for meat obtained from animals born, reared and slaughtered in one single Member State or non-EU country
- Companies operating in the livestock and meat marketing chain must ensure the link between the meat and the animal from which it was produced.



## Evaluation methodology

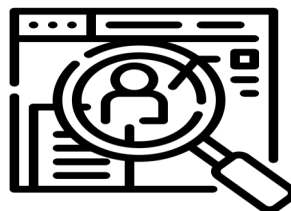
- Consumer survey (6 250 respondents)
- Supply chain survey (operators, national and EU-level business and consumer associations)
- Survey of Member State Competent Authorities



In depth interviews with EU stakeholder organisations

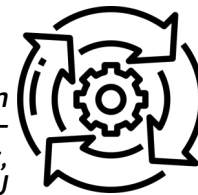
21 case studies across 10 Member States

Face to face interviews with Competent Authorities, business associations and operators, supplemented by desk research



## Key findings and conclusions

Generally the Regulation was assessed to be effective, efficient, relevant, coherent and to offer EU added value



Country of origin labeling is an important piece of information for consumers at the point of purchase

Current rules found to be reliable, with the ability for Competent Authorities to check and verify information found to be sufficient



Unnecessary costs and burden on the industry found to have been minimised, costs imposed on operators found to be small with little evidence showing any impact on trade within the EU single market