



EUROPEAN COMMISSION
DIRECTORATE-GENERAL FOR AGRICULTURE AND RURAL DEVELOPMENT

The Director-General

Brussels
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Dear Petitioner,

Thank you for your email of 13 March 2021, addressed to President von der Leyen, about Amendment 171 proposed by the European Parliament in relation to the protection of dairy terms. President von der Leyen has asked me to reply you on her behalf.

The Commission, in its proposal of 1 June 2018 to amend Regulation (EU) No 1308/2013 establishing a common organisation of the markets in agricultural products (in the framework of the reform of the Common Agricultural Policy), did not propose any change in relation to the protection of milk designations.

The amendment you refer to was proposed by the European Parliament, in the context of on-going negotiations on the future Common Agricultural Policy reform, and adopted by its plenary. It is now for both the Council and the European Parliament as co-legislators to reach an agreement on the matter.

Let me remind you that the protection of dairy terms has been part of the EU legal framework for the marketing of milk and milk products for more than 30 years, in the interest of consumer protection, fair competition and avoidance of market distortion.

The Commission acknowledges unambiguously the need to increase the consumption of fruit, vegetables and legumes, as highlighted in the Farm-to-Fork Strategy. At the same time, the Strategy recognises that consumers should be able to make well-informed eating choices, based on unambiguous information. Therefore, it is important to present food to consumers with designations that do not mislead and allow them to identify clearly the products' origins, ingredients and purpose. Regulation (EU) 1169/2011 on Food Information to Consumer, and in particular its Article 7 on fair information practices, provides the appropriate legal framework to that end.

The Commission will continue its efforts in view of the above-mentioned objectives.

Yours faithfully,

In absence of the Director General
Wolfgang BURTSCHER

Mihail DUMITRU
Deputy Director General