



# Latest developments in EU marketing standards for olive oil

Laura Alexandrescu

*European Commission DG-AGRI*

# Summary of the presentation

- EU olive oil marketing standards in EU law
- Drivers for change
- EU marketing standards for olive oil in the international context
- Updating EU marketing standards
- Horizontal food safety requirements

# EU olive oil marketing standards in EU law

- Regulation (EU) No 1308/2013 of the European Parliament and of the Council establishing a common organisation of the markets in agricultural products – Chapter I, Section 1, Marketing Standards + Annex VII, part 8 and Annex IX – **revised December 2021**;
- Commission Implementing Regulation (EU) No 29/2012 on marketing standards for olive oil - **labelling**;
- Commission Regulation (EEC) No 2568/91 on the **characteristics** of olive oil and olive-residue oil and on the relevant **methods of analysis**;

# Drivers for change

- New policy initiatives: the European Green Deal, the Farm to Fork Strategy
- International Standards
- Study on olive oil conformity checks (2019) and evaluation of marketing standards for all agricultural products, including olive oil (2022)
- Research and innovation results

# Farm to Fork Strategy

Revise use-by/best-before date (2022)

Review of the EU promotion programme for agricultural and food products to enhance its contribution to sustainable production and consumption (2020)

Set nutrient profiles to restrict promotion of food high in salt, sugar or fat (2022)

Proposal for a harmonised mandatory front-of-pack nutrition labelling to enable consumers to make health conscious food choices (2022)

Proposal for a sustainable food labelling framework to empower consumers to make sustainable food choices (2024)



Enhance coordination to tackle Food Fraud (2021-2022)

Revise EU marketing standards (uptake and supply of sustainable products (2021-2022))

Strengthen the legislative framework on geographical indications

# EU marketing standards for olive oil - international context

Influence of the different international standards:

- International Olive Council – IOC => parameters and methods in EU legislation on marketing standards
- Codex Alimentarius => International trade, WTO
- International Organisation for Standardisation – ISO => for more general methods such as sampling and sample preparation; for laboratory accreditation

Role of the EU and its experts in the international standards' organisations

# Challenges faced in the implementation of EU marketing standards for olive oil\*

- Natural deterioration versus fraud;
- Traceability - attributing a non-conformity to a specific operator;
- The organoleptic assessment;
- Reference materials and databases;
- Time and costs of analyses.

\*Based on a study published end of 2019 by the European Commission and reflecting the view of control authorities

# Updating EU marketing standards

Revision of marketing standards – two parts:

- The **first step: simplify and clarify** the legislative framework and also bring it in line with the legislative requirements that were introduced by Regulation 1308/2013, obligations which stem from the Lisbon Treaty

what does it mean in practice?

- The **second step: modernisation and fulfilment of new objectives**, such as sustainability; olive oil marketing standards will be included in a broader revision of agricultural marketing standards from other sectors as well, for example, vegetables, poultry meat, eggs, etc.;

what does it mean in practice?

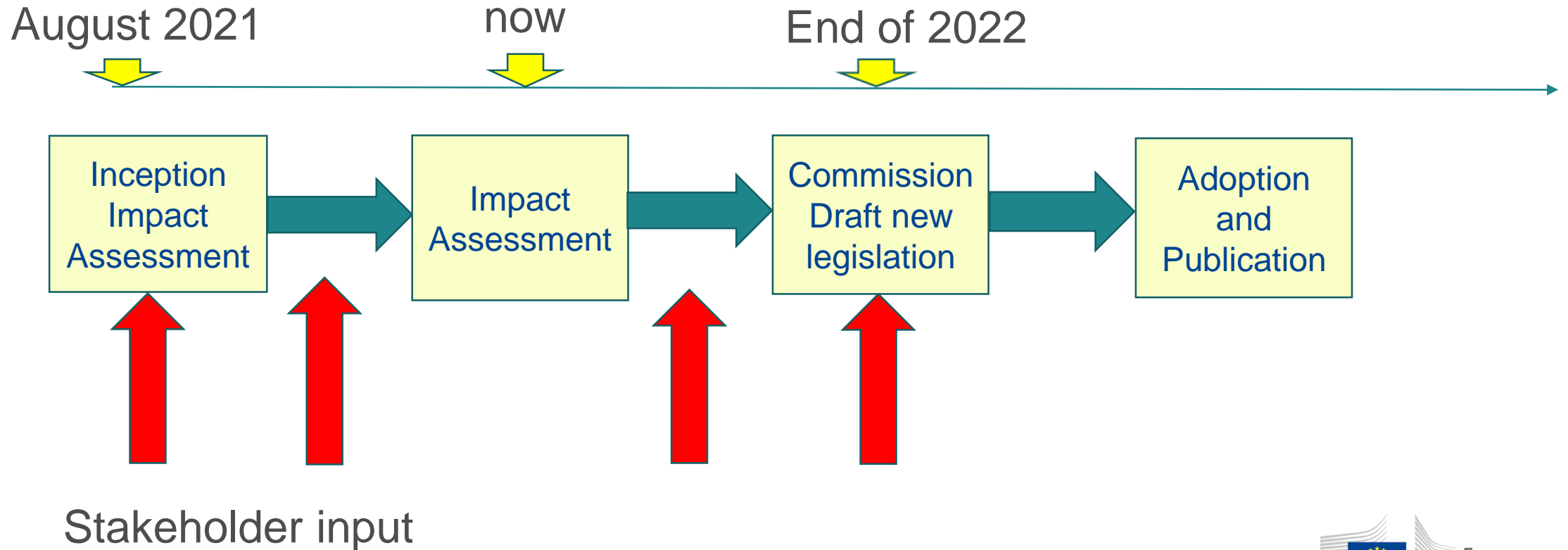


# Simplify and clarify the legislative framework

- Draft Commission Delegated Regulation (EU) .../... supplementing Regulation (EU) No 1308/2013 of the European Parliament and of the Council as regards marketing standards for olive oil, and repealing Commission Regulation (EEC) No 2568/91 and Commission Implementing Regulation (EU) No 29/2012
- Draft Commission Implementing Regulation (EU) .../... laying down rules on conformity checks of marketing standards for olive oil and methods of analysis of the characteristics of olive oil

Publication expected in the **autumn 2022**

# Modernisation and fulfilment of new objectives



# Horizontal food safety requirements

- Responsible in the Commission: DG SANTE
- Contaminants, pesticide residues, additives, general labelling requirements etc., but also nutrition and health claims
- Different objectives (+ precautionary principle)
- Different control requirements
- Different way of taking into account international standards

# Thank you

# AGRI-E4@ec.europa.eu



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