

**Question for written answer E-004593/2016**  
**to the Commission**  
Rule 130  
**Michel Dantin (PPE)**

Subject: EU horticultural production and indication of geographical origin

European horticultural production faces stiff competition from products imported from third countries, in an extremely liberalised market where 95% of imports are not subject to quotas or taxes.

In contrast to the vast majority of other agricultural products, indicating the origin of horticultural products at the point of sale is not mandatory in the EU. As a result, the vast majority of EU consumers are unaware of the geographical origin of these products. The absence of a geographical indication has significant consequences. Among other things, it weakens the impact of EU campaigns to promote European produce.

This situation is undermining the competitiveness of producers in the EU, whose numbers are declining (for example, almost 50 000 businesses producing flowers and ornamental plants ceased operating in Europe between 2003 and 2010, a fall of 45%).

- Is the Commission carrying out any studies with a view to making it mandatory to display the geographical origin of horticultural products at the point of sale, in order to provide better information for consumers and make its promotion campaigns more effective?
- What further measures will the Commission propose to improve the information provided for consumers about the origin of horticultural products?