

COOL practices from Italy

*Mandatory Country of origin labelling
schemes*



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"Labelling of origin for agricultural and food products"

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Coldiretti

- With **1.6 million members**, Coldiretti is the main agricultural organization in Italy and across Europe, representing the absolute majority of Italian farmers
 - **Fondazione Campagna Amica**
 - Supports farmers' markets and direct selling of local and seasonal agrifood products, agritourism and environmental sustainability, involving 1,200 markets and 15,000 farmers
 - **Osservatorio Agromafie**
 - From 2014 aims to counter agrifood criminality and frauds and protects the Italian agrifood chain
 - **CreditAgri**
 - The most important Italian credit consortium of the agrifood sector
 - **Filiera Italia**
 - Gathers for the first time in Italy different big operators of the agrifood sector (farmers, industry, etc.) to create an integrated supply chain aimed to support and enhance the Made in Italy, from farm to fork.



Transparency & information to consumers

- Italian and European citizens want to know more and more about the food they eat
- Growing interest and request of consumers for food origin information
- **96% of Italian citizens** ask for mandatory origin labelling of food (Source: Mipaaf data)
- **80% of Italian citizens** consider important buying food made in Italy with Italian ingredients (Source: Mipaaf data)
- In 2018 in Italy - in only 2 months – **more than 200.000 signatures** of people asking for origin labelling were collected through a petition



Mandatory Country of Origin added value

- Valorize the sustainability and quality of the **EU agricultural model**
- **Reward European farmers** for their quality work
- Clearly **distinguish European Countries' food production** from the third countries' one
- Giving an answer to citizens and consumers needs
- **Fighting the «Sounding» phenomenon** (not only an Italian problem!)
 - Italian and EU products are more and more sought and even more copied all around the World → **origin labelling's economical value**

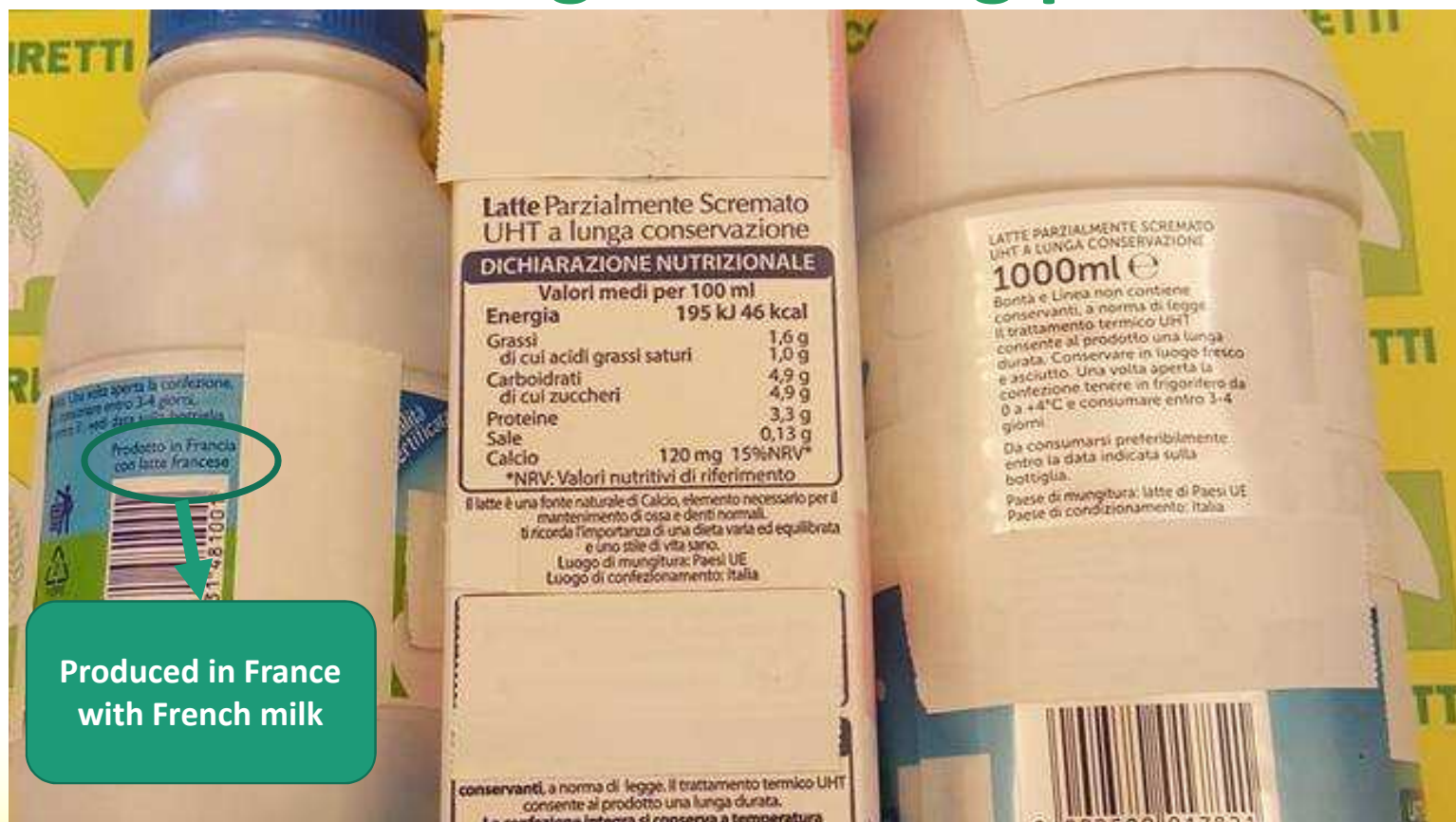


Italian mandatory origin labelling practices

- Origin labelling of milk or milk used as dairy products ingredient
 - It must be indicated in the label:
 - a) *"Milking country"*
 - b) *"Processing country"*
 - If the milk is milked and processed in the same country the origin indication can be expressed as follows: *"milk origin: name of the country"*
 - The Milk origin scheme will be applied until the 31st March 2020
- Moreover, also decrees on mandatory origin of wheat used for pasta, rice and tomatoes for processing will be applied until 31st March 2020



Italian origin labelling practices



Produced in France
with French milk

Italian origin labelling practices



Produced in France
with French milk

Place of Milking: EU countries
Place of packaging: Italy

Italian origin labelling practices

Prodotto in Francia con latte francese

Place of Milking: milk from EU countries
Place of processing: Italy

Latte Parzialmente Scremato UHT a lunga conservazione

DICHIARAZIONE NUTRIZIONALE

Valori medi per 100 ml

Energia	195 kJ 46 kcal
Grassi	1,6 g
di cui acidi grassi saturi	1,0 g
Carboidrati	4,9 g
di cui zuccheri	4,9 g
Proteine	3,3 g
Sale	0,13 g
Calcio	120 mg 15%NRV*

*NRV: Valori nutritivi di riferimento

Il latte è una fonte naturale di Calcio, elemento necessario per il mantenimento di ossa e denti normali.

Si raccomanda un consumo di latte intero ed equilibrato e uno stile di vita sano.

Luogo di mungitura: Paesi UE

Luogo di confezionamento: Italia

Place of Milking: EU countries
Place of packaging: Italy

conservanti, a norma di legge, il trattamento termico UHT consente al prodotto una lunga durata. La confezione integra si conserva a temperatura.

Lack of harmonized rules

- **Lack of harmonized European legislation on mandatory origin labelling** for all food products
- In many occasions the European Parliament has called on the Commission to implement the **mandatory indication of country of origin**:
 - *“Calls on the Commission to draw up a revised version of the implementing regulation, which should include a mandatory labelling requirement for the place of birth, as well as those of rearing and slaughter, for unprocessed meat of pigs, poultry, sheep and goats in accordance with the existing beef origin labelling legislation;” (2014)*
 - *“Highlights, further, the fact that the Commission’s own report recognises that more than 90% of consumer respondents consider it important that meat origin be labelled on processed food products; notes that this is one of several factors that may influence consumer behaviour;” (2015)*
 - *“Believes that labelling the origin of meat used as an ingredient in foods will help ensure better traceability along the food supply chain, more stable relationships between meat suppliers and processors and increased diligence when food business operators choose their suppliers and products;” (2015)*
 - *“Calls on the Commission to implement the mandatory indication of country of origin or place of provenance for all kinds of drinking milk, dairy products and meat products, and to consider extending the mandatory indication of country of origin or place of provenance to other single-ingredient foods or those with one main ingredient, by making legislative proposals in these areas;” (2016)*

Lack of harmonized rules

- With the **resolution of the European Parliament of 30th of May** (Dorfmann report) Origin has been also taken into account in the CAP debate
- European Parliament recognizes the role of Origin labelling to **increase transparency and recognizability of food**
- Moreover, the European Parliament recognizes that thanks to the Origin labelling consumers can have the possibility to understand the importance of agrifood production that respects food safety, animal welfare, territorial and local traditions

Implementing regulation (UE) 2018/775

- The implementing regulation laying down rules on the origin of the primary ingredient of a food (art. 26.3 of Reg. 1169/2011) is not adequate to solve the problem of **informing without misleading** on the real origin of the primary ingredient when different from the one given for the main product
- Moreover, it **does not solve at all** the consumers' request and need to be informed with a **mandatory origin labelling for all food products**

Implementing regulation (UE) 2018/775

- **Derogations for registered trademarks and geographical indications are unjustified.** Above all the trademarks derogation allows food business operators to legalize the “Sounding”
- The consumers’ right to receive detailed and clear information cannot be jeopardized. The regulation is **extremely flexible** and allows operators to have too much discretion when it comes to choose the level of detail for the primary ingredient without any link with the level of detail provided for the origin of the food. **This flexibility might constitute a threat to the achievement of a fair kind of information**, as it provides for a tool that might be used as an unfair trade practice to mislead consumers

Thank you for your attention

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