

# **Decree of the MAF on indicating the country of origin of certain foods FINLAND**

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## Decree of the MAF (218/2017) on indicating the country of origin of certain foods 1/2

- ❑ meat used as an ingredient in foodstuffs (no threshold)
  - beef, swine, sheep, goat and poultry meat
    - country of origin of a meat used as an ingredient of meat preparation or meat product shall also be indicated
  - "country of rearing (EUMS or 3. country)" and "country of slaughter (EUMS of 3. country)"
- ❑ milk and milk used as an ingredient in dairy products and certain corresponding products (defined in the Annex of the Decree)
  - "country of milking: (EUMS or 3. country)"
- ❑ IF meat or milk has been obtained from several countries or the country of origin varies, it is possible to use indications "EU", "non-EU" or "EU and non-EU"



## Decree of the MAF on indicating the country of origin of certain foods 2/2



- ☐ IF the labelling contains the voluntary Hyvää Suomesta ( ie. 'Good from Finland') label referring to the country of origin of the food and its ingredients, no further information on the country of origin of meat or milk is required
- ☐ scope
  - prepacked foods manufactured in Finland and intended for a final consumer or for mass caterers
- ☐ fixed-term pilot project
  - the Decree entered into force on 1 June 2017 and shall be in force until 31 May 2019
  - the MAF shall submit a report on the application of the Decree to the EU Commission by 31 January 2019.



## Draft Decree on indicating the country of origin of meat and fish used as an ingredient of meals delivered by mass caterers

- ❑ meat: beef, swine, sheep, goat, poultry, horse, reindeer and game meat
  - fresh, chilled and frozen meat, incl. minced meat
  - country of origin (EUMS of 3. country) = country of rearing of the animal
- ❑ fish: wild-caught and farmed fish
  - fresh, chilled and frozen fish, fish fillets and other fish meat
  - fish caught at sea: “catch area (FAO major fishing area/subarea/division)” - fish caught in freshwater: “country of origin: (EUMS or 3. country)” - farmed fish: “country of production: (EUMS or 3. country)”
- ❑ A negative opinion from the EU Commission issued 6.2.2018
- ❑ **A modified draft will be notified to the Commission shortly**



## Motivations and expected impacts of the national measures 1/3

- ❑ The principal justification of the national measures is the consumers' right to have sufficient and correct information about foodstuffs
  - as consumers are the ones making the choices, they need sufficient information to make the decisions
  - most consumers wish for more comprehensive information on the origin of foods than what we offer today
    - consumers have a growing interest in where the food comes from, where and how it has been produced, and through what stages it has ended up on the consumer's plate
- ❑ Consumers are concerned about the purity of food production as well as about animal health and welfare and the conditions where the animals are reared





## Motivations and expected impacts of the national measures 2/3

- ❑ TNS Monitor Ruoka ("Food") 2015 study
  - **91%** of the consumers wish for clear indications of the country of origin of food.
- ❑ Suomi Syö ("Finland Eats") 2015 study of Taloustutkimus
  - **88%** of the consumers consider the origin of meat as **important**
- ❑ KANTAR TNS Study 2018
  - **82%** of the consumers consider the country of origin labelling of the meat used as and ingredient and the milk used as an ingredient as **important** in prepackaged foods (Decree of the MAF 218/2017)



# Motivations and expected impacts of the national measures 3/3

## ❑ KANTAR TNS Study, May-June 2018

- about **80%** (meat 78 %, fish 80 %) of the consumers consider information on the country of origin of meat and fish used as an ingredient in the meals delivered by restaurants and other mass caterers as **important**
- **76%** of the consumers consider that there is a link between the quality of meat or fish food and its origin
- **82%** of the consumers consider it important that the information on the country of origin is provided in writing in restaurants, so that you don't have to specifically ask about it





**Thank you for inviting us; we would love to engage more closely with the European Parliament in the future!**

