

**Question for written answer E-002144/2021
to the Commission**

Rule 138

Idoia Villanueva Ruiz (The Left)

Subject: Mandatory milk labelling

The design and labelling of own milk brands by major food retailers fails to clearly specify where the milk has been produced.

Although retailers make good on the requirement to indicate the milk's origin, the information provided is misleading, since it does not state the type of farm on which the milk has been produced. It gives the impression that it is produced by traditional cattle farms or locally in an environmentally and animal-friendly way. In fact, the milk is produced on intensive holdings, such as factory farms, as is the case of milk destined for the Eroski and Mercadona supermarket chains. Not only does this misinformation harm sustainable farming models which carry Integrated Production labels or Ecolabels, for example, but the attempt to pass these products off as sustainable constitutes misleading advertising, which blatantly violates consumer rights.

1. Does the Commission intend to introduce mandatory milk labelling so that consumers can see how it has been produced?
2. In the Commission's view, is information on how milk is produced and specifically whether it is done so on factory farms relevant to consumers?