

**Question for written answer E-004709/2021
to the Commission**

Rule 138

Izaskun Bilbao Barandica (Renew)

Subject: Protection of fishery products in the context of misleadingly labelled plant-based food products

A number of manufacturers are selling plant-based food products with advertising and labelling that connects the products with tuna. Examples of trademarks and commercial presentation sowing confusion among consumers include 'plant-based tuna', 'taste like tuna', 'vegan tuna' and 'vegetarian tuna'. Regulatory precedents exist for other products. Directive 2001/110/EC, for example, protects honey by blocking the labelling of other items, such as Canary Island guarapo, as 'palm honey' on the grounds that it is misleading or confusing for consumers. Regulation (EEC) No 1536/92 and Regulation (EEC) No 2136/89 provide no protection for fresh tuna products.

1. Could the provisions on misleading and comparative advertising in Directive 2006/114/EC apply in this case?
2. Article 7 of Regulation (EU) No 1169/2011 stipulates that food information must not be misleading. Could advertising of this kind be considered a breach of that article?
3. Are any plans being drawn up to protect fishery products where existing legislation does not prevent the above practices?