

**Question for written answer E-000875/2024
to the Commission**
Rule 138
Jordi Cañas (Renew)

Subject: Misleading labelling of red fruit from Morocco

On Wednesday, 13 March 2024, COAG, an umbrella group representing farmers' associations in Andalucía, complained that the reputation of red fruit from Huelva is being undermined by the actions of a network of Spanish and French companies that are importing products from Morocco and re-labelling them as fruit grown in the Spanish province. The companies concerned are taking advantage of the lack of checks on imports at the border between Spain and Morocco to allow unlabelled products to enter the EU with the intention of labelling them in Huelva, thus falsifying the origin of the products, misleading consumers and making the products difficult to trace.¹

These worrying revelations suggest that there is a significant challenge to the integrity of the single market and consumer protection in this area. Given that Directive 2005/29/EC² prohibits unfair and misleading commercial practices, it is essential to ensure that there is transparency at all stages of the supply chain.

In the light of the above:

What specific measures is the Commission considering to prevent such fraudulent product labelling, as well as to ensure that products sold on the single market are traceable and that all European consumers are protected?

Submitted: 21.3.2024

¹ okdiario.com/andalucia/coag-alerta-entramado-empresas-que-trae-frutos-rojos-marruecos-reetiqueta-huelva-12524094

² <https://eur-lex.europa.eu/legal-content/EN/TXT/?uri=celex%3A32005L0029>