

**Priority question for written answer P-003306/2022
to the Commission**
Rule 138
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Subject: High-quality category for EU agri-food products

The EU agri-food market is experiencing increasingly frequent distortions of the quality and image of products. These unfair practices are having a twofold effect: on the one side, consumers lack sufficient guarantee that they will receive the quality they have paid for, and on the other, producers offering high-quality products find themselves competing with others that do not meet the expected quality standards.

This is an intolerable situation that threatens the reputation of the EU as the world leader in top-quality products and is a particular threat for smaller producers that are fighting for their fair share of the market.

Consequently, it is of the utmost importance that a new 'premium' category of agri-food products be created that will guarantee that only products that meet certain very clearly defined criteria can be awarded this label. This labelling will serve, first and foremost, to protect European consumers and producers, but also to strengthen the 'made in the EU' brand within the Union and abroad.

1. Is the Commission aware of this problem?
2. Has it already considered introducing a new high-quality category? If not, is it willing to do so?