

Press Release

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New EU Dairy guidelines on Voluntary Origin Labelling released - to complement the EU Commission Implementing Act published today

The European Dairy Association (EDA) is proud to issue today its sectorial Guidelines for the voluntary indication of the origin of dairy products as an industry reference in the implementation of the new rules laid down in the EU Commission Implementing Regulation on voluntary origin labelling of foods.

EDA welcomes the publication of the EU Commission Implementing Regulation laying down the rules for the application of Article 26(3) of the EU Regulation on Food Information to Consumers (Regulation EU N° 1169/2011).

After in-depth coordination with member states the Commission sheds light on the comprehensive rules of origin with an Implementing Act that brings a harmonised EU framework for the voluntary indication of the origin of foods. *“A most important ‘European reaction’ - says EDA’s secretary general Mr Alexander Anton - that will hopefully stop the process of disruption of the internal market caused by the introduction of national rules on mandatory origin labelling of food products in several Member States.”*

“As a contribution to the development of a sound and coherent EU scheme on rules of origin - continues Mr Anton - EDA issues today what we think to be a milestone of the proactive role of the EU dairy industry vis-à-vis of the European Project.”

The [EDA Guidelines on voluntary indication of the origin](#) pledge the commitment of EDA to ensure a harmonised, accurate and credible labelling information to the European consumers and will serve as a guidance for EU dairies in the application of the new EU rules.

These EDA sectorial guidelines, in convergence with the EU Commission ad hoc Implementing Regulation, finally set forth a harmonised EU legal framework bringing clarity and certainty to EU dairy FBOs where they voluntary wish to highlight the specific links of their products with a particular territory in the Union. This will guarantee, as of today, a more coherent and most of all common level playing field in the spirit of an appropriate information to EU consumers and in the construction of the EU single market.



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These dairy industry guidelines on voluntary origin labelling are part of the EDA commitment to ensure an accurate and credible labelling information to the EU consumers, and highlight specific origin links of a product, where the food business operator wishes to do so.

In such voluntary cases, labelling of dairy products should indicate the origin of their dairy ingredients in alignment with the relevant legislation and for an increased credibility ensure that all dairy ingredients are included in the information. Where certain dairy ingredients are added for technological reasons in a small proportion, a solution is given in addition.

ABOUT THE EUROPEAN DAIRY ASSOCIATION

The European Dairy Association represents the interests of dairy processors in the European Union. The membership of EDA consists of the associations of dairy processors in EU Member States.

FOR MORE INFORMATION

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