

7 July 2025

EDA Statement

on the recent developments regarding the Green Claims Directive

EDA expresses concern over possible withdrawal of Green Claims Directive

The European Dairy Association (EDA) expresses concern over the recent developments regarding the Green Claims Directive and the possible withdrawal of the proposal by the European Commission.

While the original proposal had its shortcomings, EDA has always recognized the need for clearer and enforceable rules on environmental claims, preferably based on the Product Environmental Footprint (PEF) methodology.

EDA underlines that, while we see quite some room for improving the proposal, completely abandoning to legislate on the harmonisation of green claims might not be the ideal option. Clear and consistent rules on green claims are crucial to ensure transparency, consumer trust, and a level playing field across Europe.

EDA still sees a significant need for harmonised, reliable, and transparent requirements for communicating green claims in the European market. We therefore continue to support the intentions behind the European Commission's initiative for a Directive on green claims.

The rules must be as operational as possible while ensuring a respectful and non-misleading framework for consumers. Additionally, they must be clear, easily transposable, and must apply to all operators without distinction of size (turnover and/or number of employees): while recognizing that SMEs may need additional guidance and support, the objective is to protect consumers from misleading practices.

For future work on green claims, we ask EU legislators to better engage with industry stakeholders who have raised valid concerns about the third-party verification process, as closer collaboration would help identify practical solutions and ensure that regulatory frameworks are both effective and implementable, avoiding additional bureaucracy.