

**Question for written answer E-002288/2025
to the Commission**
Rule 144
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Subject: Transparent origin labelling of rice imported into the EU

The current legislation (Regulation (EU) No 1169/2011) requires the origin of a food to be indicated only when not doing so is likely to mislead consumers. However, the packaging that many companies use for rice originating outside the EU not only features pictures, slogans and cultural elements that are associated with Valencia (such as *falleras*, *barraca* cottages or Albufera Natural Park), but also fails to disclose the true origin of the rice. In light of the above:

1. What measures will the Commission take both to ensure that rice is clearly labelled with the true origin of the product and to avoid local iconography being used when the product does not originate from that area?
2. Does it intend to extend the obligation to indicate primary origin (place of cultivation) to all rice packaged in the EU, as is already the case for other products (such as meat, honey and olive oil), to protect consumers and local producers?
3. How will it tighten controls to identify and penalise packaging of rice that uses evocative pictures or names to suggest a false origin, thereby violating Articles 7 (fair information) and 26 (origin) of Regulation (EU) No 1169/2011?

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