

Question for written answer E-003297/2026
to the Commission
Rule 144
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Subject: Early harvesting and illegal trade of Greek kiwi fruit – need to protect their quality and reputation in EU markets

Greek kiwi fruit is one of the country's most dynamic agricultural export products, with a significant presence in the single market and in non-EU countries. However, there have been recurring complaints about early harvesting and trade of kiwi fruit that do not meet the required maturity and quality characteristics.

According to representatives of producers and exporters, Greek kiwi fruit have been found in European markets at a particularly low degree of maturity. Such practices not only harm consistent producers and exporters, but may also undermine the reputation of Greek kiwi fruit and the confidence of European consumers.

Despite the existing national and European framework for the marketing of fruit and vegetables, issues arise regarding the effectiveness of controls, traceability and cross-border cooperation between the competent authorities.

In view of the above:

1. How does the Commission assess the application of European marketing and control rules with regard to the trading of kiwi fruit that do not meet the required standards and what is the responsibility of the Member States?
2. Does the Commission intend to strengthen coordination and information exchange between the Member States' oversight authorities, so that illegal or non-compliant consignments are detected not only in the country of production but also at their final destination?
3. Is the Commission considering establishing or strengthening a European traceability and maturity control system, from field to market, in order to protect consistent producers, consumers and the international reputation of quality European agricultural products such as Greek kiwi?

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