

(English version)

Question for written answer E-004262/25
to the Commission
Emmanouil Fragkos (ECR)
(29 October 2025)

Subject: Reintroduction of the ‘low and slow milk’ label

Regulation No 853/2004 laid down the framework for the marketing of raw milk intended for human consumption, along with the related health and hygiene criteria.

Over the years, consumers have noticed a shift in the milk market: the convenience of high-temperature pasteurisation led to the dominance of Central European milk over local production. The ‘low and slow milk’ label (‘γάλα ημέρας’) refers to milk pasteurised using the gentle LTLT (Low Temperature Long Time) method, in which the milk is heated to 63 °C for 30 minutes. This gentle processing method eliminates pathogenic microbes without significantly altering the natural composition of the milk, thus preserving more taste, aroma and sensitive nutrients than other forms of pasteurisation. Low heat stress preserves active enzymes such as lactoperoxidase and some phosphatase, and reduces vitamin losses (especially vitamin C and B-complex vitamins) and denaturation of proteins. As a result, low and slow milk maintains a more ‘vibrant’ nutrient profile, closer to that of raw milk, but with a short shelf life (24-48 hours), making it a particularly pure product with a low degree of processing.

The reintroduction of the ‘low and slow milk’ label would:

1. contribute to consumer health and enjoyment,
2. support local producers,
3. reduce the volume of milk transported over long distances, thus also reducing the climate footprint.

Can the Commission say:

Does it have any tools to support the ‘low and slow milk’ label and the related process, in the event that producers want to bring it back to the market?

Submitted: 30.10.2025

Answer given by Mr Hansen on behalf of the European Commission
(19 January 2026)

The sales descriptions to be used for drinking milk are set out in Annex VII, Part IV, point III of Regulation (EU) No 1308/2013 ⁽¹⁾.

Food business operators can inform consumers on the use of , e.g., a ‘low and slow’ manufacturing process and its impact on the product under the condition that this information is not misleading, ambiguous or confusing for the consumer as to the characteristics of the food — in particular as to its nature, properties, composition or method of manufacture — and, where relevant, based on relevant scientific data (Articles 7 and 36 of Regulation (EU) No 1169/2011 ⁽²⁾).

In this respect, if milk producers intend to use a ‘low and slow’ milk label, they should specify on the label that ‘low and slow’ refer respectively to the lower pasteurisation temperature and the longer duration of pasteurisation, to avoid that the terms are misunderstood as referring to ‘low fat’ or another nutritional claim or as referring to specific environmental or sustainable characteristics.

The EU promotion policy ⁽³⁾ offers possibilities for EU producers to promote their products in the Union and around the world.

⁽¹⁾ Regulation (EU) No 1308/2013 of the European Parliament and of the Council of 17 December 2013 establishing a common organisation of the markets in agricultural products and repealing Council Regulations (EEC) No 922/72, (EEC) No 234/79, (EC) No 1037/2001 and (EC) No 1234/2007.

⁽²⁾ <https://eur-lex.europa.eu/eli/reg/2011/1169/oj/eng>.

⁽³⁾ Regulation (EU) No 1144/2014 of the European Parliament and of the Council of 22 October 2014 on information provision and promotion measures concerning agricultural products implemented in the internal market and in third countries and repealing Council Regulation (EC) No 3/2008.