

(English version)

Question for written answer E-005015/25
to the Commission
Daniel Buda (PPE)
(18 December 2025)

Subject: Capitalising on local products

Small farmers in Romania are facing increasing difficulties in capitalising on their production, as the market is dominated by imported products and they have limited access to the large commercial chains. There have been cases of farmers having to destroy their products at the same time as the shop shelves are full of imported products. These are frequently marketed via shops' own brand labelling strategies, while the distribution flow often favours large chains and external suppliers.

1. What concrete measures is the Commission considering to support the integration of European agricultural products, particularly from countries with vulnerable domestic markets such as Romania, into the distribution and retail chains, so that local farmers can capitalise on their production under fair and predictable conditions?
2. How does the Commission plan to strengthen the rules on clear and transparent labelling of the origin of agri-food products so that consumers can easily identify European and local products, including in the case of the own brands of large shops?
3. Is the Commission considering introducing or extending measures to give preference to European agricultural products in public procurement procedures (for schools, hospitals and institutions), with these products complying with internal market rules, in order to support local production and food security?

Submitted: 18.12.2025

Answer given by Mr Hansen on behalf of the European Commission
(12 February 2026)

The Commission is taking concrete steps to strengthen European farmers' position in the agrifood chain under fair and predictable conditions.

Its December 2024 ⁽¹⁾ proposal to amend the common markets Organisation (CMO) Regulation includes measures supporting social sustainability through voluntary initiatives for small family-run farms and a clear definition of short supply chains. These measures can boost the visibility of European and local family farm products and reinforce the link with consumers.

As part of the post-2027 multiannual financial framework (MFF) package, the Commission's proposal of 16 July 2025 to amend the CMO ⁽²⁾ clarifies that marketing standards may include the 'place of farming and/or origin' and extends the list of sectors that may be covered by marketing standards with protein crops, beef, pigmeat, sheepmeat, goatmeat and cheese to be included.

This creates a legal basis to develop EU origin-labelling rules, where justified and proportionate. In its July proposal, the Commission also proposes to revise the EU School Scheme with a view to prioritising products originating in the EU, alongside criteria that prioritise products originating from organic production, short supply chains and from small farms.

The revision of the EU public procurement rules is in preparation, supported by a public consultation and a call for evidence ⁽³⁾. In this context, the Commission will consider how public procurement can better contribute to EU policy objectives, including sustainability, resilience and a European preference, while respecting Single Market rules and international obligations.

⁽¹⁾ Proposal for a regulation of the European Parliament and of the Council amending Regulations (EU) No 1308/2013, (EU) 2021/2115 and (EU) 2021/2116 as regards the strengthening of the position of farmers in the food supply chain <https://eur-lex.europa.eu/legal-content/EN/TXT/?uri=CELEX:52024PC0577>.

⁽²⁾ Proposal for a regulation of the European Parliament and of the Council amending Regulation (EU) No 1308/2013 as regards the school fruit, vegetables and milk scheme ('EU school scheme'), sectoral interventions, the creation of a protein sector, requirements for hemp, the possibility for marketing standards for cheese, protein crops and meat, application of additional import duties, rules on the availability of supplies in time of emergencies and severe crisis and securities <https://eur-lex.europa.eu/legal-content/EN/TXT/?uri=CELEX:52025PC0553>.

⁽³⁾ <https://public-buyers-community.ec.europa.eu/news/commission-seeks-views-revision-public-procurement-directives>.