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Answer given by Mr Hansen
on behalf of the European Commission
(31.8.2026)

In the Vision for Agriculture and Food[1], published in February 2025, the Commission announced its intention to extend country-of-origin labelling, taking into account sector-specific characteristics and the rules of the Single Market. The Livestock Strategy[2], published in July 2026, also recognises that greater transparency across the food chain, including clearer information and labelling, is essential.

This commitment is reflected in the post-2027 multiannual financial framework package, notably in the proposal to amend Regulation (EU) No 1308/2013[3] establishing the common organisation of the markets (CMO Regulation), presented in July 2025 and currently under negotiation by the European Parliament and the Council.

The proposal clarifies that marketing standards may include requirements relating to the 'place of farming and/or origin' and extends the scope for such standards to additional sectors, including protein crops, beef, pigmeat, sheepmeat and goatmeat. This would provide the Commission with an appropriate legal basis to develop, where justified, proportionate and supported by consumer interest, sector-specific EU rules on origin labelling.

In addition, the co-legislators have already advanced this objective through the recent amendment of the CMO Regulation[4], which introduces such a possibility for poultrymeat. The Livestock Strategy also proposes to enable, through optional reserved terms in the CMO Regulation, an identifiable 'European excellence' term on a voluntary basis. This would be supported by clear specifications to valorise the excellence of the EU's production of animal products.

2. As the envisaged legal basis is Article 75 of the CMO Regulation, any future Commission measure under that framework could only concern products falling within that Article's scope.

[1] https://agriculture.ec.europa.eu/overview-vision-agriculture-food/vision-agriculture-and-food_en.
[2] https://agriculture.ec.europa.eu/vision-overview/eu-livestock-strategy_en.
[3] https://eur-lex.europa.eu/eli/reg/2013/1308/oj/eng.
[4] Regulation (EU) 2026/1739 of the European Parliament and of the Council of 8 July 2026 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.