



Danish views on  
Labelling of Origin and Place of Farming  
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# Disposition

- I. General views on labelling of origin
- II. The need for a broad perspective on quality and future consumer tendencies
- III. The existing framework and further developments

Summary



## I. General views on labelling of origin

- *Denmark is in favour of voluntary labelling when it comes to specifying the country of origin. In our opinion the country of origin should (only) be indicated if the labelling otherwise would be misleading.*
- *Denmark finds that the specific legislation - i.e. rules related to Protected Designations of Origin (PDO), Protected Geographical Indications (PGI), Traditional Speciality Guaranteed (TSG) and the Marketing Standards already establishes the necessary frame in terms of specifying origin.*



## II. The need for a broad perspective on quality and future consumer tendencies

- *Quality does not only concern origin but also other parameters such as:*
  - *Trends in consumerism*
  - *Ecology*
  - *Nutrition*
  - *Environmental issues*
  - *Terms of production*
  - *Animal welfare*
  - *Sustainability*
  - *Fair trade, etc.*



### **III. The existing framework and further development**

#### ***1. Existing framework and rules regarding origin***

*Firm conditions for the development of the quality of foodstuffs and labelling of origin:*

- *PDO, PGI, TSG*
- *Rules on labelling/consumer information*
- *Marketing standards*



## **III. The existing framework and further development**

### ***2. Recent notifications***

*Examples of rejected notifications:*

- 2009/472/I: Milk products
- 2009/251/I: On general labeling of origin/place of farming
- 2009/308/GR: Milk products
- 2009/237/MT: Origin of meat
- 2007/682/IR: Chicken, Pork and sheep.



## III. The existing framework and further development

### 3. *Public demand and consumer tendencies*

- *New demands, current legislation and rules:*
  - *Rules of the internal market*
  - *Rules on state involvement in schemes*
  - *Rules on competition*
  - *Consumer information and labelling requirements*
  - *Marketing Standards*



### **III. The existing framework and further development**

#### **4. Further developments: Certification, branding and labelling**

- *The public demand for products with certain attributes or characteristics stresses the need for:*
  - *Clear, relevant certification, branding and labelling and accreditation in the EU*
  - *Increased focus on consumer needs*
  - *Validity and consistency in the information as to ensure consumer's confidence*
  
- *Further development: business to consumer (B2C) level*
  
- *Finally, a need for further simplification rather than new rules*



### III. The existing framework and further development

#### 5. Issues of Control

- *Increased transparency eases the authority's control*
- *Further simplification of the rules promotes the authority's possibility to perform homogenous controls*
- *A homogeneous control in the EU will help to increase the consumers confidence in certification, labelling etc.*
- *Finally, mandatory labelling of origin will invoke further need for specific control - How should this be accomplished within the current framework?*

# Summary – Danish views

Ministry of Food, Agriculture and Fisheries



- *Denmark is in favour of voluntary labelling when it comes to country of origin. Country of origin should be indicated if the labelling otherwise would be misleading.*
- *There is a need for a broader perspective on quality, as quality not only concerns origin but also encompasses several other parameters.*
- *The existing framework (PDO, PGI, TSG and the Marketing Standards) already establishes firm conditions for country of origin.*
- *Public demands raises the perspective that the attention should concern a more transparent labelling rather than increased labelling.*
- *Further simplification of the rules promotes homogenous control, increased transparency and increased consumer confidence whereas additional rules raises the demand for supplementary control*