



Marketing standards for olive oil

Ongoing work in the revision of EU legislation and standards for olive oil and olive-pomace oil

DG AGRI G4

EU marketing standards

- Regulation (EU) No 1308/2013 of the European Parliament and the Council establishing a common organisation of the markets in agricultural products - defines different categories of olive oil and provides for specific requirements (e.g. designations and sales description).
- Commission Implementing Regulation (EU) No 29/2012 on marketing standards for olive oil - mandatory and optional requirements for olive oil packaging, labelling and for situations where olive oil is used as an ingredient; control of those requirements by Member States.
- Commission Regulation (EEC) No 2568/91 on the characteristics of olive oil and olive-pomace oil and on the relevant methods of analysis.

Revision of marketing standards – two parts

- The **first step: simplify and clarify** the legislative framework and also bring it in line with the legislative requirements that were introduced by Regulation 1308/2013, obligations which stem from the Lisbon Treaty
- The **second step: modernisation and fulfilment of new objectives**, such as **sustainability**; olive oil marketing standards will be included in a broader revision of agricultural marketing standards from other sectors as well, for example, vegetables, poultry meat, eggs, etc.;

Revision of marketing standards – first step

Where are we?

- Consultation of the the Committee and the Expert Group for Common Organisation of Agricultural Markets - arable crops and olive oil;

What needs still to be done?

- Consultation within the Commission;
- For the Implementing Act: adoption by Commission (vote of Member States in the Committee for Common Organisation of Agricultural Markets; scrutiny by EP and Council)
- For the Delegated Act: adoption by the Commission (ex-post control by EP and Council)

Revision of marketing standards – second step

Where are we?

- Replies for Open Public Consultation received; Member States in CMO consulted on same questions;

What needs still to be done?

- Impact Assessment;
- Draft Proposal(s);
- Discussion on drafts and approval

Revision of marketing standards – second step

Topic: Sustainability

- Allow bulk sales of olive oil;
- Additional optional reserved terms related to sustainability, for example specific technologies and production methods

Revision of marketing standards – second step

Topic: Traceability

- Origin labelling: add origin of olives; add regions; add origin labelling for other categories than EVOO and VOO, including for olive oil blends;
- Include in the definition of the OO category a requirement for a minimum % of EVOO;
- Harvesting year: allow the labelling of harvesting year also for olive oil going to other Member States;
- Mandatory date of bottling;
- Blends with other vegetable oil: mandatory labelling of % of olive oil

Revision of marketing standards – second step

Topic: Quality

- Indicate olive variety from which the oil was extracted;
- Additional optional reserved terms for organoleptic properties

Thank you



Marketing standards

https://ec.europa.eu/info/food-farming-fisheries/plants-and-plant-products/plant-products/olive-oil_en#marketingstandards



Agri-Food Data Portal

<https://agridata.ec.europa.eu/extensions/DataPortal/home.html>

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