

Amendments to the CMO Regulation on marketing standards and meat denominations

Commission proposal

Proposal to amend the CMO **under the next MFF** presented in mid-2025.

For meat, the amendments include:

- Changes to Article 75: establishes the legal basis for marketing standards in additional sectors.
 - Enables, among other things, the possible extension of country-of-origin labelling (Art. 75(3)(j)).
- Changes to Article 78: Legal basis for sales designations, need to include missing sectors (e.g. pigmeat and goatmeat).
- Annex VII – Part Ia:
 - Introduces 29 terms, reserved exclusively for foods containing meat.
 - Enhances transparency on food composition.
 - Helps consumers make informed choices, particularly regarding nutritional qualities of meat products.

Marketing standards

- Newly added sectors are beef, pigmeat, sheepmeat, goatmeat, and poultrymeat.
- It doesn't mean that there is an intention to develop new marketing standards for these sectors immediately.
- The current legislation on origin labelling is already significant and therefore:
 - No intention to duplicate or change what is already in force.
 - Intention to intervene where are not well established, or where national legislation may diverge and create problems for the internal market.



Meat designations

- The **29 meat designations** include livestock species (e.g. beef, pork, ovine) and cuts mostly associated with anatomical parts of the animal (e.g. ribs, shoulder, wing).
- These are reserved names, not definitions. The only definitions in Annex VII are:
 - “**Meat**” means exclusively the edible parts of an animal.
 - “**Meat products**” means products derived exclusively from meat, with the understanding that substances necessary for their manufacture may be added, provided these are not used to replace, in whole or in part, any meat constituent.
- The aim is to protect denominations traditionally associated to meat products, with a characteristic nutritional profile. At the same time improve consumers information.



Clarifications

- The proposal also covers processed and composite products where meat is an essential part (in terms of quantity or by characterising the product).
- No derogation is foreseen for products that traditionally use these terms but do not contain meat (unlike the approach taken for dairy terms in the past).
- A 12-month grace period before implementation is foreseen to give the industry time to adapt (e.g. re-brand).



Parliament's proposal

Proposal to revise the CMO **before the next MFF** presented and adopted by the EP in late 2025.

The proposal amends the 2024 Commission's targeted proposal to amend specific parts of the CMO before the next MFF.

- **For meat**, the amendments include:
 - Changes to Article 75, according to which **marketing standards** can apply to all the sectors covered by the CMO Regulation (in contrast with the Commission's proposal which expands to current list).
 - Changes to **meat denominations in Annex VII**: rather than a finite list of terms as in the Commission's proposal, all meat-related terms commonly associated with foods traditionally containing meat are reserved for meat and meat products.



Comparison between the proposals

Commission

- 29 terms reserved for meat and meat products
- Meat and meat products defined based on origin (i.e. edible parts of an animal).

EP proposal

- Any meat-related terms is reserved for meat and meat products.
- Meat, meat products and meat preparations defined as in Regulation (EC) No 853/2004.

Discussion on meat denominations is still ongoing in the trilogue.

