# MARKETING STANDARDS

# [Working document on standards](https://ec.europa.eu/agriculture/sites/agriculture/files/consultations/advisory-groups/international/2013-01-28/working-document-standards_en.pdf)

**Definition** **marketing standards**: technical requirement for product in terms of in particular production method, classification into classes, appearance, conservation method, composition, purity of components or water content. In the case of plant reproductive material this relates both to production method (e.g. minimum separation distances) and to minimal quality standards to be attained;

Who is responsible?

* Public authorities
* International organizations putting standards (<http://www.unece.org/>, <http://www.who.int/>, <http://www.oiv.int/>, <http://www.oecd.org/>, <http://www.coe.int> )
* Private companies
* Producers

# Poultry

Marketing standards applicable to the poultry sector are designed to improve the quality of the products, to protect the consumer and to harmonise the internal market.

[Commission Regulation (EC) No 543/2008](http://eur-lex.europa.eu/LexUriServ/LexUriServ.do?uri=CONSLEG:2008R0543:20120720:en:PDF) of 16 June 2008 is laying down detailed rules for the application of Council Regulation (EC) No 1234/2007 as regards the marketing standards for poultry meat, fixing the parameters for:

* monitoring water content
* labelling of different methods of production.

# Eggs

Marketing standards applicable to the egg sector are designed to improve the quality of the products, to protect the consumer and to harmonize the internal market.

Commission Regulation (EC) No 589/2008 lays down detailed rules in order to apply the basic requirements of the Single CMO regulation which eggs must satisfy to be marketed in the EU, fixing general rules for:

* marking of eggs and packs,
* quality and weight grading,
* work of packing stations,
* packaging, storage, transport and
* presentation for retail sale of eggs.

# Dairy

The **milk sector** is integrated into the **Common Organisation of the Markets in agricultural products** [(CMO Regulation (EU) No 1308/2013](http://eur-lex.europa.eu/legal-content/en/ALL/?uri=CELEX:32013R1308)

Milk and milk products or spreadable fats must comply with specific standards to be marketed in the EU (Article 78 CMO).

Definitions, designations and sales description for:

* [Milk and milk products](https://ec.europa.eu/agriculture/sites/agriculture/files/milk/policy-instruments/definitions-designations-reserved-milk-terms_en.pdf)
* [Drinking milk](https://ec.europa.eu/agriculture/sites/agriculture/files/milk/policy-instruments/marketing-standards-drinking-milk_en.pdf)
* [Spreadable fats](https://ec.europa.eu/agriculture/sites/agriculture/files/milk/policy-instruments/marketing-standards-spreadable-fats_en.pdf)

# Fruit and vegetables

The [general marketing standard](http://eur-lex.europa.eu/legal-content/EN/TXT/PDF/?uri=CELEX:32011R0543&from=en) (GMS) covers **all produce covered by the regime**, except:

* [10 products covered by specific marketing standards](https://ec.europa.eu/agriculture/fruit-and-vegetables/marketing-standards#specific-marketing-standards)
* [16 products exempted from the GMS](https://ec.europa.eu/agriculture/fruit-and-vegetables/marketing-standards#list-of-products-exempted-to-comply-with-the-general-marketing-standard)

The general marketing standard introduces a definition of "*sound, fair and of marketable quality*" for these products and requires them to bear the full name of their **country of origin**.

Fruit and vegetables not covered by a specific standard must meet the general standard – or the [applicable UNECE standard](http://www.unece.org/trade/agr/welcome.htm) (sometimes less strict than the EU standard). Operators are free to choose which.

Regulations:

* [EU Regulation 1221/2008](http://eur-lex.europa.eu/LexUriServ/LexUriServ.do?uri=CELEX:32008R1121:en:NOT)
* [EU Regulation 543/2011](http://eur-lex.europa.eu/LexUriServ/LexUriServ.do?uri=CELEX:32011R0543:en:NOT)

# Olive oil

#### Marketing standards

[Commission Implementing Regulation (EU) No 1335/2013 of 13 December 2013 amending Implementing Regulation (EU) No 29/2012 on marketing standards for olive oil](http://eur-lex.europa.eu/LexUriServ/LexUriServ.do?uri=CELEX:32013R1335:en:NOT)

[Commission Implementing Regulation (EU) No 29/2012 of 13 January 2012 on marketing standards for olive oil](http://eur-lex.europa.eu/LexUriServ/LexUriServ.do?uri=CELEX:32012R0029:en:NOT)