

# Controls of marketing standards for fruit and vegetables

*Published by AGRINFO on 09 May 2023; Revised 09 Nov 2023*

European Commission establishes trader databases to facilitate controls of marketing standards for fruit and vegetables

Commission Implementing Regulation (EU) [2023/2430](#) of 17 August 2023 laying down rules concerning checks on conformity to marketing standards for the fruit and vegetables sector, certain processed fruit and vegetable products and the bananas sector

## Update

The European Commission has amended its rules on controls of marketing standards for the fruit and vegetable sector. The new rules bring the existing rules on checks for fruit and vegetables, including bananas, into a single Regulation.

## Impacted products

Fruit and vegetables, bananas

## What is changing?

The Commission is incorporating the rules contained in different regulations for fruit and vegetables and for bananas into a single Regulation. There are no significant substantive changes.

## Why?

Rules on checks on market standards and requirements are currently set out in Regulation [543/2011](#) (fruit and vegetables) and Regulation [1333/2011](#) (bananas). For clarity, the Commission is incorporating the rules for all these products into a single Regulation.

## Timeline

The new Regulation will apply from 1 January 2025.

## What are the major implications for exporting countries?

There are no major implications foreseen for exporting countries.

## Background

For more information see [EU marketing standards explained](#).

## Resources

Commission Staff Working Document: [Executive Summary of the Impact Assessment Report](#), Revision of EU marketing standards for agricultural products to ensure the uptake and supply of sustainable products [download]

Regulation (EU) No [1308/2013](#) establishing a common organisation of the markets in agricultural products

Commission Implementing Regulation (EU) No [543/2011](#) laying down detailed rules for the application of Council Regulation (EC) No 1234/2007 in respect of the fruit and vegetables and processed fruit and vegetables sectors

Commission Implementing Regulation (EU) No [1333/2011](#) laying down marketing standards for bananas, rules on the verification of compliance with those marketing standards and requirements for notifications in the banana sector

## Sources

Regulation (EU) [2023/2430](#) laying down rules concerning checks on conformity to marketing standards for the fruit and vegetables sector, certain processed fruit and vegetable products and the bananas sector

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