Marketing standards in the hop sector

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EU updates marketing standards and certification for hop products

Commission Delegated Regulation (EU) 2024/602 of 14 December 2023 supplementing Regulation (EU) No 1308/2013 of the European Parliament and of the Council as regards the marketing standards in the hop sector and repealing Commission Regulation (EC) No 1850/2006; and Annexes [download]

Commission Implementing Regulation (EU) 2024/601 of 14 December 2023 laying down rules for the application of Regulation (EU) No 1308/2013 of the European Parliament and of the Council as regards the certification of hops and hop products and related controls; and Annexes [download]

Update

The European Commission revised the marketing standards for hops and hop products, simplifying the existing standards and updating them to reflect changes in related legislation.

Impacted products

hop cones, hop products

What is changing?

The marketing standards for hops include requirements that ensure the quality, traceability, and proper marketing of hops and hop products within the EU, providing a consistent framework for producers, processors, and consumers. There are no significant changes to the content of these marketing standards.

Under the new rules, the names of the competent authorities in non-EU countries responsible for providing guarantees that exported hops meet EU standards will be published on the European Commission's website, instead of in an Annex to the Regulation.

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Why?

The changes are mainly an update to the legal text (related to changes to other EU laws), not to the content of the marketing standards. The new Regulation replaces Regulation 1850/2006.

Timeline

The new rules apply from 7 March 2024.

What are the major implications for exporting countries?

Suppliers of hops in non-EU countries must continue to provide an attestation of equivalence in order to export. This Regulation does not change this requirement.

Background

Hops can be imported from a non-EU country only if an attestation of equivalence is issued by an authorised agency in the exporting country. This attestation (Regulation 1308/2013, Art. 190) guarantees that the hops meet EU requirements. Imported hops with an attestation of equivalence therefore do not have to undergo the certification referred to in this Regulation.

Breweries pay great attention to the quality of hops, as they have a significant influence on the taste of the final product.

For more information see EU marketing standards explained.

Resources

European Commission (2023) Revision of EU marketing standards for agricultural products to ensure the uptake and supply of sustainable products. Commission Staff Working Document: Executive Summary of the Impact Assessment Report [download]

Sources

Commission Delegated Regulation (EU) 2024/602 as regards the marketing standards in the hop sector; and Annexes [download]

Commission Implementing Regulation (EU) 2024/601 as regards the certification of hops and hop products and related controls; and Annexes [download]

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