

# Marketing standards in the hop sector

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## Regulation

Commission Delegated Regulation (EU) [2024/602](#) as regards the marketing standards in the hop sector and repealing Commission Regulation (EC) No 1850/2006

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

## What is changing and why?

The changes are largely changed references to other updated EU laws, not to the content of the marketing standards. 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.

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.

## Timeline

The new rules apply from 7 March 2024.

For more information see the [full record](#) on the AGRINFO website – where you can also view the latest [AGRINFO Update](#) newsletters and [search](#) the database.

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