

# Proposal on marketing standards for poultrymeat

*Published by AGRINFO on 08 May 2023; Revised 18 Jul 2024*

European Commission proposes revised marketing standards for poultrymeat

Draft Commission delegated Regulation supplementing Regulation (EU) No 1308/2013 of the European Parliament and of the Council as regards marketing standards for poultrymeat, and repealing Commission Regulation (EC) No 543/2008; [Annexes](#)

Draft Commission implementing Regulation laying down rules for the application of Regulation (EU) No 1308/2013 of the European Parliament and of the Council as regards marketing standards for poultrymeat; [Annex](#)

## Update

The European Commission has informed the World Trade Organization Technical Barriers to Trade (WTO TBT) Committee that it is updating the marketing standards for poultrymeat ([G/TBT/N/EU/974](#); [G/TBT/N/EU/975](#)). The new rules apply a risk-based approach to controls of water content in poultry, and introduce new definitions and flexibility in labelling to encourage innovations that support the EU's sustainability goals.

## Impacted products

poultry

## What is changing?

The new rules replace the current marketing standard (Regulation [543/2008](#)). The major changes proposed by the Commission are as follows.

## Draft Delegated Regulation

### Definitions

- Extends the scope of poultrymeat products covered by the marketing standard to include: inner fillet, feet, paws, neck, head; supreme, wishbone, scapula (Art. 2).
- Extends the definition of “carcass” to include the neck when relevant (Art. 3(a)).

***Optional labels***

The new rules allow operators greater flexibility in the labelling that they may use to promote types of farming (particularly, sustainable practices). In addition to standard terms such as “fed with”, “extensive indoor”, “free range” (defined in Annex VI), EU Member States and non-EU competent authorities may permit operators to indicate other farming methods (Art. 10.5). For example, this creates the possibility to label “no use of antibiotics”. Non-EU country authorities must send a request to the Commission to use optional labels, and must certify that the products are compliant (Art. 13).

***Free range poultry***

Poultry may be marketed as “free range” even when the birds have been housed to prevent the spread of avian flu; the current restriction that poultry may only be housed for 12 weeks is deleted (Annex VI, last sentence). This aligns free range requirements with rules on organic eggs.

**Draft Implementing Regulation*****Water content in poultry***

It is proposed that only the chemical method will be allowed for checking water content (Art. 5; Annex I). The drip method, which is currently permitted, will be removed due to its unreliability. Controls of water content in poultry will be carried out on the basis of risk analysis, including for imports from non-EU countries (Art. 6.7).

***Reducing food waste***

When a batch is not compliant, it can be corrected by removing only the defective units, rather than the whole batch (Art. 3(5)).

**Why?**

The review of marketing standards reflects the changes linked to innovation, societal concerns and policy developments described in the European Commission's [Farm to Fork Strategy](#), such as supply of sustainable products, and improving information for consumers.

**Timeline**

The new rules are expected to apply from November 2023.

## What are the major implications for exporting countries?

The proposed changes are not expected to have a significant impact on poultry exporters. The main changes are the method for controlling water content in poultry and the new definitions that will need to be respected by exporters of inner fillet, feet, paws, neck, head, supreme, wishbone and scapula.

## Recommended Actions

Poultry suppliers should consider opening a dialogue with their competent authorities to consider requesting relevant optional labelling indications, such as “no use of antibiotics”.

## Background

The main low- and middle-income countries exporting poultry products to the EU are Brazil, China, Thailand and Ukraine.

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]

Commission Regulation (EC) [543/2008](#) of 16 June 2008 laying down detailed rules for the application of Council Regulation (EC) No 1234/2007 as regards the marketing standards for poultrymeat

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

## Sources

[Draft](#) Commission delegated Regulation supplementing Regulation (EU) No 1308/2013 on marketing standards for poultrymeat, and repealing Commission Regulation (EC) No 543/2008; [Annexes](#)

[Draft](#) Commission implementing Regulation laying down rules for the application of Regulation (EU) No 1308/2013 on marketing standards for poultrymeat; [Annex](#)

**Disclaimer:** *Under no circumstances shall COLEAD be liable for any loss, damage, liability or expense incurred or suffered that is claimed to have resulted from the use of information available on this website or any link to external sites. The use of the website is at the user's sole risk and responsibility. This information platform was created and maintained with the financial support of the European Union. Its contents do not, however, reflect the views of the European Union.*