# Proposal on marketing standards for poultrymeat

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

Draft Delegated Regulation and Annexes

Draft Implementing Regulation and Annex

## What is changing and why?

Marketing standards are rules put in place to make sure that certain foods are traded fairly, and that consumers have clear and transparent information about them. The standard for poultry meat is being reviewed. Here are the major changes:

- The new rules will now apply to some type of cuts that were previously excluded: inner fillet, feet, paws, neck, head; supreme, wishbone, scapula.
- It will be easier to make new claims on food labels relating to how the poultry was farmed (e.g. "no use of antibiotics"), but authorities from non-European Union (EU) countries will need to ask the Commission for permission to use these claims.
- The claim of "free range" can now be used even where birds were kept indoors to protect them from avian flu.
- When checking the water content in poultry meat, the drip method (currently allowed) will no longer be permitted. Only the chemical method can be used.
- To reduce food waste, if a batch of poultry meat is not up to standard, just the non-compliant products may be removed instead of the whole batch.

## Actions

Consultation closed on 25 June 2023.

## Timeline

Expected date of application: November 2023.

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.

**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.*