Revised marketing standards for poultrymeat

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Commission Delegated Regulation 2026/343 as regards marketing standards for poultrymeat

Commission Implementing Regulation 2026/344 laying down rules for the application of Regulation (EU) No 1308/2013 as regards marketing standards for poultrymeat

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 poultrymeat has been revised. The main changes are as follows.

- The poultrymeat marketing standards now apply to some cuts that were previously excluded: inner fillet, feet, paws, neck, head; supreme, wishbone, scapula.
- It will be easier for suppliers to make new claims on food labels relating to how the poultry was farmed (e.g. “no use of antibiotics”), but authorities from non-EU countries will need to ask the European 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 poultrymeat, the drip method is no longer permitted. Only the chemical method can now be used.
- To reduce food waste, if a batch of poultry meat is not up to standard, only the non-compliant products must be removed, not the whole batch.

Actions

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

Timeline

The revised marketing standard applies from **9 March 2026**.

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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