

Revised marketing standards for honey, fruit juices, fruit jams, and preserved milk

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Directive (EU) [2024/1438](#) amending Directives 2001/110/EC relating to honey, 2001/112/EC relating to fruit juices and certain similar products intended for human consumption, 2001/113/EC relating to fruit jams, jellies and marmalades and sweetened chestnut purée intended for human consumption, and 2001/114/EC relating to certain partly or wholly dehydrated preserved milk for human consumption

What is changing and why?

The EU has revised marketing standards to align them with the goals of its [Farm to Fork Strategy](#) to encourage healthier and more sustainable diets. The major changes are as follows.

Honey (Amendments to Directive [2001/110/EC](#))

- For blended honey, all countries from which the honey is sourced must be indicated on the label.
- Packs <30 g may replace the country name with an ISO two-letter country code.
- The term “filtered honey” is removed and its definition is incorporated into the definition of baker’s honey.
- The European Commission is working on further rules relating to honey composition, traceability, and preventing adulteration.

Fruit juices and fruit nectars (Amendments to Directive [2001/112/EC](#))

- New category of “reduced-sugar fruit juice” created for products with reduced sugar content of at least 30% and with no sweeteners.
- Reduction of the amount of sugars permitted in fruit nectars (see Table 1).
- Like fruit nectars today, fruit juices may also be labelled as “containing naturally occurring sugars”.
- Coconut juice may be called “coconut water”.
- Sunflower seeds may be used for the clarification of fruit juices.

Fruit jams, jellies, and marmalades (Amendments to Directive [2001/113/EC](#))

- Increase in the minimum quantity of fruit pulp/purée to be used in jams (see Table 2).

- Reduced-sugar jams/jellies/marmalades (30% reduction in sugar) do not have to meet the general threshold of including 60% or more soluble dry matter.
- Marmalade with citrus fruits must be labelled “citrus marmalade”.
- Concentrated fruit juice, as well as fruit juice, may be used as an ingredient in jams/jellies/marmalades.
- No changes to origin labelling, but the European Commission will report on introducing labelling by mid-2027.

Preserved milk (Amendments to Directive [2001/114/EC](#))

- Permits treatment of milk that reduces its lactose content.
- Permits use of the English term “evaporated milk” for the product defined as “condensed milk”.

Actions

Suppliers to the EU market of these products will have to review current labelling practices, and marketing strategies regarding the new category of “reduced-sugar fruit juice”. In the case of jams/jellies, they will also have to review the quantity of fruit in their final products.

Timeline


EU Member States must update their own existing national legislation on marketing standards for these products in line with the objectives of this Directive by 14 December 2025.

The new rules apply from **14 June 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.

Tables & Figures


Table 1 Maximum amounts of sugars and/or honey permitted in fruit nectars		
Fruit nectars made from	Maximum amounts of the sugars and/or honey that may be added (of total weight of finished product)	
	Current level	New level
Fruits with acidic juice unpalatable in the natural state	Up to 20%	Up to 20%
Low acid, pulpy or highly flavoured fruits with juice unpalatable in the natural state	Up to 20%	Up to 15%
Fruits with juice palatable in the natural state	Up to 20%	Up to 10%


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Source: Directive 2001/112/EC, Annex I, Part II as amended by [Directive \(EU\) 2024/1438](#)

Table 2 Minimum quantity (grams) of pulp and/or purée permitted in 1000 g of jam or extra jam*				
Fruit	Jam		Extra jam	
	Current rules	New rules	Current rules	New rules
General rule	350	450	450	500
Redcurrants, rowan berries, sea-buckthorns, blackcurrants, rosehips, quinces	250	350	350	450
Ginger	150	180	250	280
Cashew apples	160	230	230	290
Passionfruit	60	80	80	100

* The terms “extra jam” and “extra jelly” are reserved for products manufactured with a higher quantity of fruit compared to “jam” and “jelly” (Proposal, p. 13).


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Source: Directive 2001/113/EC, Annex I as amended by [Directive \(EU\) 2024/1438](#)

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