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EU Parliament's unique chance to push for meat origin labels

The origin of meat in sausages, burgers and other processed foods sold in Europe is currently shrouded in mystery. But Wednesday February 11th is a unique opportunity for the European Parliament to vote to rectify that in Strasbourg, France.

While a whopping 90% of European consumers want to know where the meat in their chicken nuggets or ready-made lasagne comes from, country of origin labelling is at manufacturers' discretion for now.



[Click the image to see BEUC slideshow asking for mandatory COOL for meat in processed foods.](#)

Last month, the Parliament's Committee for Environment, Food Safety and Public Health overwhelmingly called for country of origin labelling of meat in processed foods¹.

Backing by the whole European Parliament will send a strong signal to the European Commission of the need for a law² reflecting EU consumers' wish for a more transparent meat supply chain.

Monique Goyens, BEUC's Director General, commented:

"Consumers have a keen interest in the source of their food, even more so when it comes to meat. 9 out of 10 want to know the origin of the meat in their burger or ham³. While fresh meat origin will be displayed, we see no good reason why it becomes mysterious once meat goes through the mincer.

"If the European Parliament is looking for a way to restore consumers' trust in their food and drive the market forward, making origin info mandatory for processed meat is one important way to proceed.

"It means food manufacturers will have a clearer overview of what ends up on our plates. This can help make infamous episodes like the 2013 horsemeat scandal less likely to happen.

"The EU is often seen as too distant from its citizens. Well, this vote is the opportunity for MEPs to respond to calls for change from 90% of Europeans."

ENDS Learn more about BEUC campaign '[Can we trust our meat?](#)'

¹ See the ENVI Committee's [press release](#), 21/01/2015.

² In its December 2013 [report](#), the European Commission showed reluctance to make Country of Origin Labelling mandatory for meat used in processed foods

³ BEUC Report '[Where does my food come from?](#)', January 2013.