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EU confusingly bans some “meaty” names for plant-based foods

Today, EU institutions [regrettably agreed](#) to ban some meat-related names for vegetarian and vegan foods.

Although companies can still use common names of processed meat like burger and sausage, the ban covers animal names like chicken, beef and bacon as well as animal parts such as breast or thigh and two newly added terms during the latest negotiations, steak and liver.

Agustín Reyna, Director General of BEUC, commented:

“Arguing that these meaty names create confusion amongst consumers is nonsense. Our data shows that around 70% of consumers agree with these names as long as products are clearly labelled vegetarian or vegan.

“Consumers want to eat healthier and need convenient and affordable options. These names make it easy for those who want to integrate these options in their diets, and the new rules will increase confusion and are simply not necessary.

“Instead of complexifying rules for companies, policymakers should focus on closing a real information gap by making packaging understandable with clear information and trust-worthy labels.”

Background:

- This ban is the part of the [targeted revision](#) of the Common Market Organisation Regulation. The proposal bans 31 terms
- For more information, BEUC's [“Unwrapping veggie burgers”](#)

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BEUC, The European Consumer Organisation

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