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## **New EU Commission told: Consumers must know meat origin**

As the EU Food policy chief designate unveils his 5 year plan at the European Parliament on September 30, high on his to-do list should be clearing up how European meat is labelled, particularly since the 'horsemeat' scandal.

September 2-30 sees [BEUC running a public campaign](#) to extend 'Country of Origin Labelling' (COOL) to all meat in processed food such as lasagne, ham and nuggets sold in Europe. While [fresh meat's origin](#) will soon be no more mystery, there are no labelling plans yet for meat in processed foods.

BEUC's campaign intends to turn the tide. Over nine thousand consumers have shared or liked the campaign on Facebook and Twitter so far.

EU Commissioner-designate for Food & Health, Vytenis P. Andriukaitis, cannot turn a deaf ear – the Commission's own research<sup>1</sup> shows a whopping 9 out of every 10 consumers want to know where the animal was born, reared and slaughtered.

Monique Goyens, Director General of BEUC, commented:

"This campaign is yet further proof that meat origin labelling is dear to EU consumers. The European Commission must listen to the 90% of Europeans who want to know where their meat comes from.

"The recent horsemeat scandal severely eroded consumers' trust in their food. Making the meat supply chain less opaque is part of the solution to restore this lost confidence. Mandatory origin labelling can play a major part."

### **The campaign's 2 actions:**



The campaign took off on social media with well over **9,000 likes/shares**. Consumers are asked to share and retweet our custom [animation](#) showing a typical pig's journey "from farm to fork".

Some food manufacturers voluntarily display their meat products' origin. We asked consumer to upload examples to our [gallery](#) by sharing their photos on social media using [#meatorigin](#).



**Note:**

- <sup>1</sup> See European Commission report, Dec 2013,  
[http://ec.europa.eu/food/food/labellingnutrition/foodlabelling/docs/com\\_2013-755\\_en.pdf](http://ec.europa.eu/food/food/labellingnutrition/foodlabelling/docs/com_2013-755_en.pdf)

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