

**Ref. 28 480, 23<sup>rd</sup> November 2023**

## **UECBV position**

### **On the French TRIS NOTIFICATION 2023/0510/FR of its ‘Decree on the use of certain designations used to describe foods containing vegetable proteins’**

**The French decree is a good basis for future European rules on clarifying meat denominations and avoiding consumer confusion, avoiding unfair comparison and protection the image and reputation of animal-based foods as important part of the European heritage and diets.**

**The European livestock and meat sector calls Member States and the European Commission to support the French decree and let it lead to a European harmonised base that is still missing.**

Meat denominations are deeply rooted in our cultural heritage. Meat, Butcher, Steak, Filet, Sausage, Bacon, and Ham are all traditional denominations that have been shaped over time and need to have a meaning, to be recognisable for consumers, both those looking for or those trying to avoid animal-based foods.

Marketing and consumer information need to be clear and non-misleading, based on the meaning of the word used, the culinary heritage and knowledge of citizens and allowing all to find the food they are looking for. The health needs of each consumer are based on their personal diet and choice on one side, looking for the best nutritional composition for them, and possible restrictions, e.g. on allergens and additives – a food thus needs to be clearly recognisable. The confusion of terms in the field of animal products, dairy, eggs and meat (different meat pieces and the huge variety of meat preparations) has been increasing these last years, and we would support a harmonised protection.

Stripping words of their meaning is never insignificant. By detaching the signifier (ham) from its signified (it is no longer a part of the leg, it is no longer meat but vegetable), we denature the language under a harmless appearance, considering that words must change meaning at the cost of nonsense.

Meat is an important source of protein and bring additional micronutrients, to all population groups, especially elderly who may not be able to read the details of a package. All products have their place in a balanced diet, on the market and may co-exist – they should just be clearly recognisable as what they are.

The French decree gives a good example of the way to go to respect and recognise animal products on the European market one day. UECBV strongly supports the proposed French Decree for the protection of sales denominations in the meat sector.