



EUROPEAN COMMISSION

Directorate-General for Internal Market, Industry, Entrepreneurship and SMEs  
Single Market Enforcement  
Notification of Regulatory Barriers

Message 007

Communication from the Commission - TRIS/(2024) 1610

Directive (EU) 2015/1535

Notification: 2024/0086/DK

Communication by Member State (Denmark) containing general information regarding the above-mentioned notification.

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1. MSG 007 IND 2024 0086 DK EN 21-05-2024 20-06-2024 DK COMMUNICAT 21-05-2024

2. Denmark

3A. Erhvervsstyrelsen

3B. Fødevarestyrelsen

4. 2024/0086/DK - C00A - AGRICULTURE, FISHING AND FOODSTUFFS

5.

6. To the European Commission

In response to the Commission's comments pursuant to Article 5(2) of Directive (EU) 2015/1535 of 9 September 2015 concerning notification 2024/086/DK, Order on the voluntary animal welfare labelling scheme, the Danish Veterinary and Food Administration (DVFA) notes that the voluntary animal welfare labelling scheme (Animal welfare label) was established in 2017. It is therefore not a new scheme.

At present, there is only an amendment to the Order on the voluntary animal welfare labelling scheme as a result of the expiry of a number of transitional arrangements laid down in the Order on minimum animal welfare requirements for the keeping of cattle (Order No 1743 of 30 November 2020).

The purpose of the amendment is to ensure that the criteria for bovine herds under the Animal welfare label are still more far-reaching compared to the general requirements for bovine herds and thus continue to contribute to improving animal welfare. These are only a few limited changes to the criteria for bovine herds, as well as reviews of a more technical and administrative nature.

The criteria for broiler flocks and pig herds are not amended.

In its comments, the Commission states that it considers that the Animal welfare label could be misleading for consumers because there are organic broiler flocks and pig herds which can be included directly in the labelling scheme and thus appear as having better animal welfare than organic herds which choose not to have the Animal welfare label – but could also be included directly in the label.



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The DVFA does not agree with the concerns raised. The Organic and Animal welfare labels are two different schemes, each with a different focus point. As the Animal welfare label is a voluntary scheme, it is up to the producer to decide to sign up to the scheme and therefore be able to advertise food products with the label. This is no different from in the case of other types of claims which a manufacturer, for one reason or another, will not use in its marketing, even if the product actually complies with it.

Organic producers can sign up to the Animal welfare label at any time, allowing them also to advertise products under the label.

All producers of the food products covered by the scheme can use the Animal welfare label if they meet its requirements, whether conventional or organic products, for example. In this case, when assessing which group of food products should be compared to what is a similar food product, it will be possible for all food products on the market to be labelled. Therefore, the use of the Animal welfare label for organic food is not misleading, although all equivalent organic food products will be labelled with it.

With regard to the Commission's statement on chickens, the DVFA notes that the Animal welfare label covers broilers, but not laying hens. As mentioned above, no changes have been made to the criteria already in force for broiler flocks.

The DVFA also notes that, in order to be registered with the Animal welfare label, the relevant general rules also need to be complied with. This includes, inter alia, the general animal welfare rules and, for organically certified herds, the provisions of the Organic Regulation, etc.

Further to this reply, the DVFA will communicate to the Commission the final text of the Order in accordance with Article 5(3) of Directive (EU) 2015/1535.

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European Commission  
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