

EVALUATION ROADMAP	
Roadmaps aim to inform citizens and stakeholders about the Commission's work to allow them to provide feedback and to participate effectively in future consultation activities. Citizens and stakeholders are in particular invited to provide views on the Commission's understanding of the problem and possible solutions and to share any relevant information that they may have.	
TITLE OF THE EVALUATION	Origin-labelling for meat - evaluation
LEAD DG – RESPONSIBLE UNIT	DG AGRI C.4 Monitoring and Evaluation
INDICATIVE PLANNING (PLANNED START DATE AND COMPLETION DATE)	Planned start Q3 2018 Completion date Q1/Q2 2020
ADDITIONAL INFORMATION	https://ec.europa.eu/agriculture/pigmeat_en https://ec.europa.eu/agriculture/poultry_en https://ec.europa.eu/agriculture/sheep-goats_en https://ec.europa.eu/food/safety/labelling_nutrition/labelling_legislation_en
The Roadmap is provided for information purposes only. It does not prejudge the final decision of the Commission on whether this initiative will be pursued or on its final content. All elements of the initiative described by the document, including its timing, are subject to change.	

A. Context, purpose and scope of the evaluation

Context
General rules on food information to consumers ¹ aim at helping consumers to make informed decisions. This is why the rules stipulate that certain information must appear on a food label on a mandatory basis, for example: the name of the food, the list of ingredients, the net quantity, the date of minimum durability or 'used by' date. For specific food products, the country of origin or place of provenance ² must also be indicated. This is the case for example for fresh, chilled and frozen meat of swine, sheep, goats and poultry. In 2013, several options were considered ³ on how to implement the mandatory origin labelling for certain meats. Finally, to strike a balance between consumer needs to be well informed and additional costs for operators and national authorities, the introduction of a mandatory label on meat packaging that informs about the place of rearing and slaughtering was proposed. On 13 December 2013 the European Commission adopted Regulation 1337/2013 laying down rules as regards the indication of the country of origin or place of provenance for fresh, chilled and frozen meat of swine, sheep, goats and poultry. This Regulation entered into force on 1 April 2015.
Purpose and scope
The evaluation will assess whether the rules on food information to consumers as regards the mandatory origin labelling for certain meats ⁴ as applied in Members States are effective, efficient, coherent, relevant and bring EU added value in view of its objectives, current needs and problems. The evaluation includes an overview of the implementation and application of the Regulation in every EU Member State. Furthermore, it should identify any administrative burden, existing barriers/obstacles, best practices and/or new challenges. This should lead, as appropriate, to recommendations on the possible need for adjustments. The evaluation aims at covering the

¹ As established in Regulation (EU) No 1169/2011

² The term 'origin' is reserved for meat obtained from animals born, reared and slaughtered in one single Member State or third country.

³ Impact assessment: "Mandatory Origin Indication for Unprocessed Pig, Poultry, Sheep and Goat Meat"
http://ec.europa.eu/smart-regulation/impact/ia_carried_out/docs/ia_2013/ia_meat_origin_labelling.pdf

External study: "Study on mandatory origin labelling for pig, poultry and sheep and goat meat"
https://ec.europa.eu/agriculture/external-studies/origin-labelling-2013_en

⁴ As set out in Regulation (EU) No 1337/2013

situation on the EU markets and to assess all aspects of the Regulation from its entry into force on 1 April 2015 onwards.

The Commission is legally required to submit a report to the European Parliament and the Council to evaluate the mandatory indication of the country of origin or place of provenance for fresh, chilled and frozen meat of swine, sheep, goats and poultry by 1 April 2020.

The present evaluation will provide input for this report, taking due account of the EU policy on the issue of origin labelling.

B. Better regulation

Consultation of citizens and stakeholders

The aim of the envisaged consultations is to seek information and feedback from the relevant stakeholders and wider public in relation to the mandatory origin labelling of fresh, chilled and frozen meat of swine, sheep, goats and poultry. In the context of the external study work, consultation activities will target the following main stakeholders: public (competent) authorities in EU Member States, consumer organisations, operators and other actors in the food chain, farmers and farmers' organisations, academia and experts as well as relevant NGOs.

Moreover,

- An open internet-based public consultation scheduled for the third quarter of 2019, will support the evidence gathering under this evaluation. It will be made available on the Commission's [central public consultations page](#) in all official EU languages for 12 weeks.
- Other, targeted consultation activities may take the form of:
 - workshops, surveys and/or interviews;
 - consultation of relevant Civil Dialogue Groups gathering civil society, if applicable;
 - the Expert Group on Monitoring and Evaluating the CAP will be requested to provide information on possible relevant activities at Member State level
 - Working Group on Food labelling.
- As part of the work on the external evaluation study, a presentation and discussion with the representatives from civil society in the context of the relevant Civil Dialogue Groups and various expert groups may be scheduled to receive feedback on the findings to be used as input for the preparation of the evaluation Staff Working Document.

At the end of the consultation work, an overall synopsis report will be drawn up covering the results of the different consultation activities that took place. It will be made available on the [consultation website](#).

Data collection and methodology

The evaluation will be supported by an external evaluation study. The evaluators should back their findings with quantified evidence, indicating any limitations of the value or soundness of the results obtained and supporting the quantitative evidence collected with a well-reasoned qualitative answer assessment.

The evaluation study will use (1) Available Member State data from controls, (2) statistical information collected by the Commission such as the Farm Structure Survey, FADN (Farm Accounting Data Network) data, market data as well as other available data (3) any relevant completed or on-going studies on labelling (4) relevant information through the indicators included in the CAP 2014–2020 common monitoring and evaluation framework and (5) information obtained from the citizens and stakeholders.