Common organisation of agricultural markets (CMO): marketing standards for poultrymeat

2008/0108(CNS) - 28/05/2008 - Legislative proposal

PURPOSE : to amend the definition of “poultrymeat” and amend certain provisions on marketing standards in Regulation (EC) No 1234/2007 establishing a common organisation of agricultural markets as regards the marketing standards for poultrymeat.

PROPOSED ACT : Council Regulation.

CONTENT : the Commission proposes certain amendments to Regulation (EC) No 1234/2007:

- under Regulation (EC) No 853/2004, the Commission will propose the authorisation of the use of certain substances to remove surface contamination from poultry carcases. It proposes to amend the definition of poultry meat, since the current definition of poultrymeat as provided for in Council Regulation (EC) No 1234/2007 is incompatible with the use of such substances. This is because the exclusive reference to cold treatment in the current definition of ‘poultrymeat’ is too restrictive in view of technological developments ;

- the provisions on marketing standards have remained largely unaltered since 1990, while the poultrymeat market and consumer habits have changed significantly.

It is therefore essential to review the marketing standards for poultrymeat, particularly in the light of technological developments, and to extend some of the principles to include poultrymeat preparations and products.In view of the fact that poultrymeat is being consumed more and more in the form of meat preparations and products, the scope of the marketing standards for poultrymeat should be extended to include poultrymeat preparations and products, and poultrymeat in brine, which features more prominently in trade. Where poultrymeat is sold ‘fresh’, consumers expect it to have never been frozen or quick-frozen beforehand, since this is a guarantee of quality for them. Therefore the current principle that poultrymeat sold ‘fresh’ may not have been frozen beforehand must be reinforced and extended to cover poultrymeat preparations and products.