

MORE THAN ONLY
FOOD & DRINK

PRESS KIT



EUROPEAN UNION

**ENJOY
IT'S FROM
EUROPE**



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MORE THAN ONLY
FOOD & DRINK



MORE THAN ONLY FOOD & DRINK EU AGRICULTURE AND AGRI-FOOD. A GUARANTEE OF QUALITY, TRADITION AND TASTE

In 2024, the European Union (EU) launched 'More Than Only Food & Drink', a communication campaign to encourage the import, use and sales of authentic EU agricultural food and beverage products in the UK.

The campaign aims to refresh and strengthen awareness of the key characteristics of EU food and beverages, namely **safety, quality, authenticity and sustainability**. 'More Than Only Food & Drink' promotes the standards, regulations and tracking in place to protect food safety, food quality, animal welfare and the environment. The campaign also seeks to improve the recognition and understanding of **EU food quality labels** such as Protected Designation of Origin (PDO) Protected Geographical Indication (PGI), Organic label.

The wide-ranging campaign encompasses the following categories:

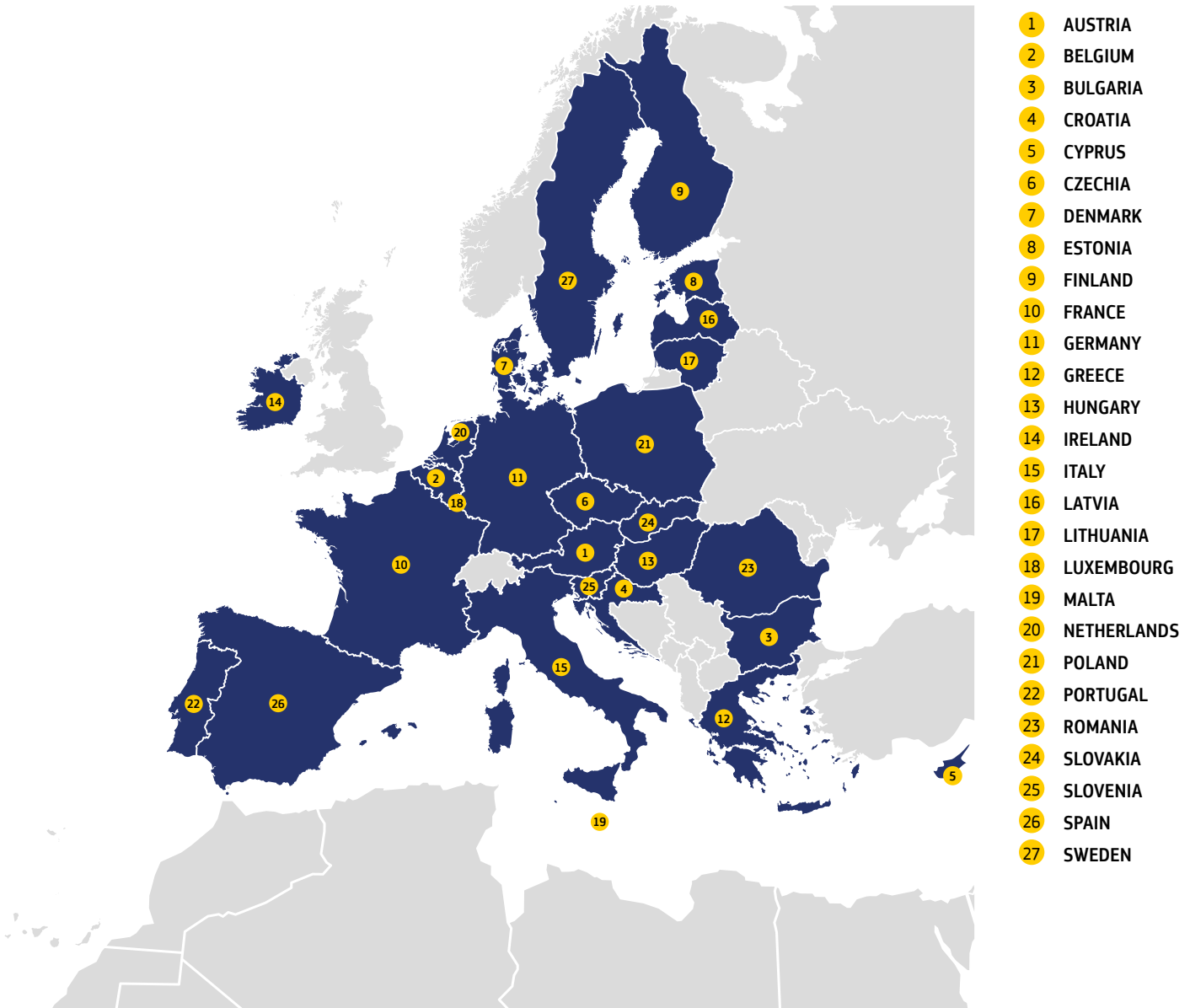
- Processed meat: charcuterie, salami, hams, sausages
- Fresh meat: poultry (including duck/goose) beef, pork, lamb
- Dairy and cheese
- Fresh and frozen fruits and vegetables
- Bakery products and confectionary
- Wine, spirits and beers



The European Union



Map of the European Union¹



The European Union (EU) brings together a diverse culture of food & drink and is committed to maintaining the highest quality standards whilst protecting heritage and the environment.

1. https://european-union.europa.eu/easy-read_en

EU Agriculture and Trade

An extensive and diverse land mass, the EU offers a wealth of agricultural and agri-food output based on long held traditions and modern techniques. Some 157 hectares of land were used for agricultural production in 2020, 38% of the total land area of the EU².

In 2022, the EU's agricultural industry was worth an estimated €537.5 billion³.

In 2023, extra-EU trade in agricultural products accounted for 8.1% of the total extra-EU trade in goods⁴.

Despite no longer having the single market trade arrangements following Brexit, in 2023 the UK was the EU's largest export destination (€30.1 billion) and the largest import origin (€9.6 billion, 16%) of foodstuffs.

Sustainability

The EU food system is continuously changing and innovating and has already taken some important steps towards increased sustainability. Its aim is to move towards food systems that deliver sufficient, nutritious and safe food; and that stimulate dietary changes that are beneficial for health, decreasing the impacts on the environment and climate. This transition towards a sustainable model has already yielded results. Non-CO₂ greenhouse gas emissions from the EU farm sector have declined by 15% between 1990 and 2000⁵. The region is now working towards reducing the sector's air and water pollution and mitigating food loss and waste.



2. https://ec.europa.eu/eurostat/statistics-explained/index.php?title=Farms_and_farmland_in_the_European_Union_-_statistics
3. <https://ec.europa.eu/eurostat/web/products-eurostat-news/w/ddn-20231116-2>
4. https://ec.europa.eu/eurostat/statistics-explained/index.php?title=Extra-EU_trade_in_agricultural_goods
5. <https://www.eea.europa.eu/publications/Progress-and-prospects-for-decarbonisation>



EU Quality Schemes

EU quality schemes aim to protect the names of specific products to promote their unique characteristics, linked to their geographical origin as well as traditional production techniques.



Protected Designation of Origin (PDO)

Products registered as PDOs have clear and undisputed links to the place where they are produced. Every part of the production process, including preparation and processing, must take place in the specific region to which the protection applies. Food, wine, and agricultural products can all be labelled PDO.



Protected Geographical Indication (PGI)

This label explains the relationship between a particular region and the name of the product. Unlike a PDO, it requires a minimum of one element of the production, processing, or preparation of the product to take place in the region to which the indication applies. For instance, where wine is concerned, the rule states that at least 85% of the grapes used must come exclusively from the geographical area where the wine is actually made.



EU Organic Label

The organic logo ensures additional quality and sustainability, as it guarantees that the production, transportation, and storage respects nature and provides the highest animal welfare standards.

To be labelled EU Organic requires that the farmer uses only organic feed for farm animals, an absolute prohibition of GMOs, and strict limitations on the use of chemical fertilisers, pesticides, and antibiotics. A product can only carry this label if its ingredients are at least 95% organically farmed and if the other 5% meet additional strict conditions.

DAIRY & CHEESE



Morbier PDO
from France





MORE THAN ONLY FOOD & DRINK FROM GENERATIONS OF DAIRY KNOW-HOW TO THE LATEST INNOVATION IN SUSTAINABLE PRACTICES

From Greek yoghurts, **Edam Holland PGI** in the Netherlands, to the world's most awarded cheese - Italy's **Parmigiano Reggiano PDO**, the EU offers vast and ideal pastures for producing milk used in a vast number of products. Therefore, it is no surprise that dairy farming is the second largest agricultural sector in the EU, representing more than 12% of the region's agricultural output⁶.

While milk is produced in all Member States, farm and herd sizes, yields and types of farming vary widely, from free-range farming in alpine areas to large specialised dairy farms in the north-west and centre of Europe.

Approximately 37 million metric tons of fresh dairy products are consumed annually in the European Union⁷ and total EU milk production is estimated to be around 155 million tonnes per year⁸.



6. <https://ieep.eu/wp-content/uploads/2022/12/IEEP-report-online-final.pdf>
7. <https://www.statista.com/topics/3955/dairy-industry-in-europe/#topicOverview>
8. https://agriculture.ec.europa.eu/farming/animal-products/milk-and-dairy-products_en

Share of EU dairy products⁹

(%, 2022)

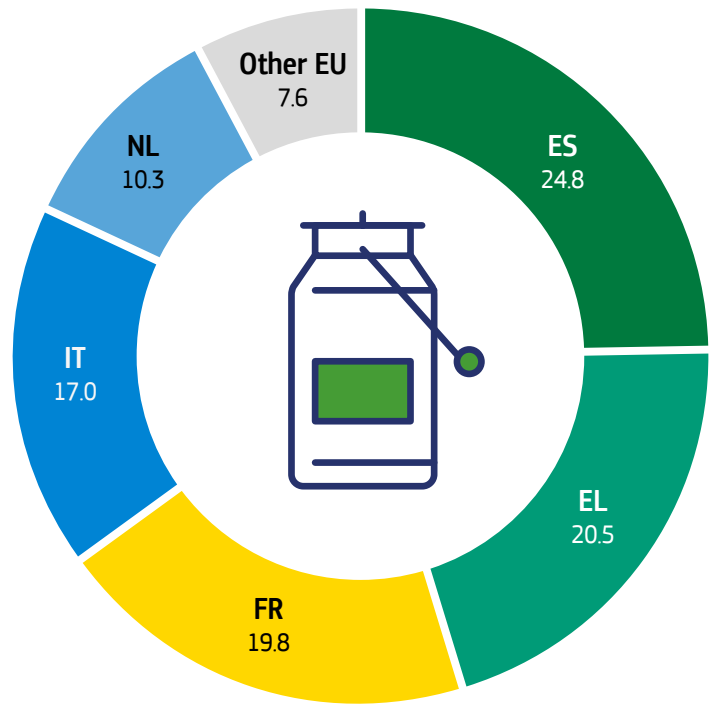


Note: estimates made for the purpose of this publication.

Source: Eurostat (online data code: [apro_mk_pobta](#))

Share of EU milk from animals other than cows: ewes (sheep), goats and buffaloes⁹

(% of deliveries to dairies, 2022)



Note: estimates made for the purpose of this publication.

Source: Eurostat (online data code: [apro_mk_pobta](#))

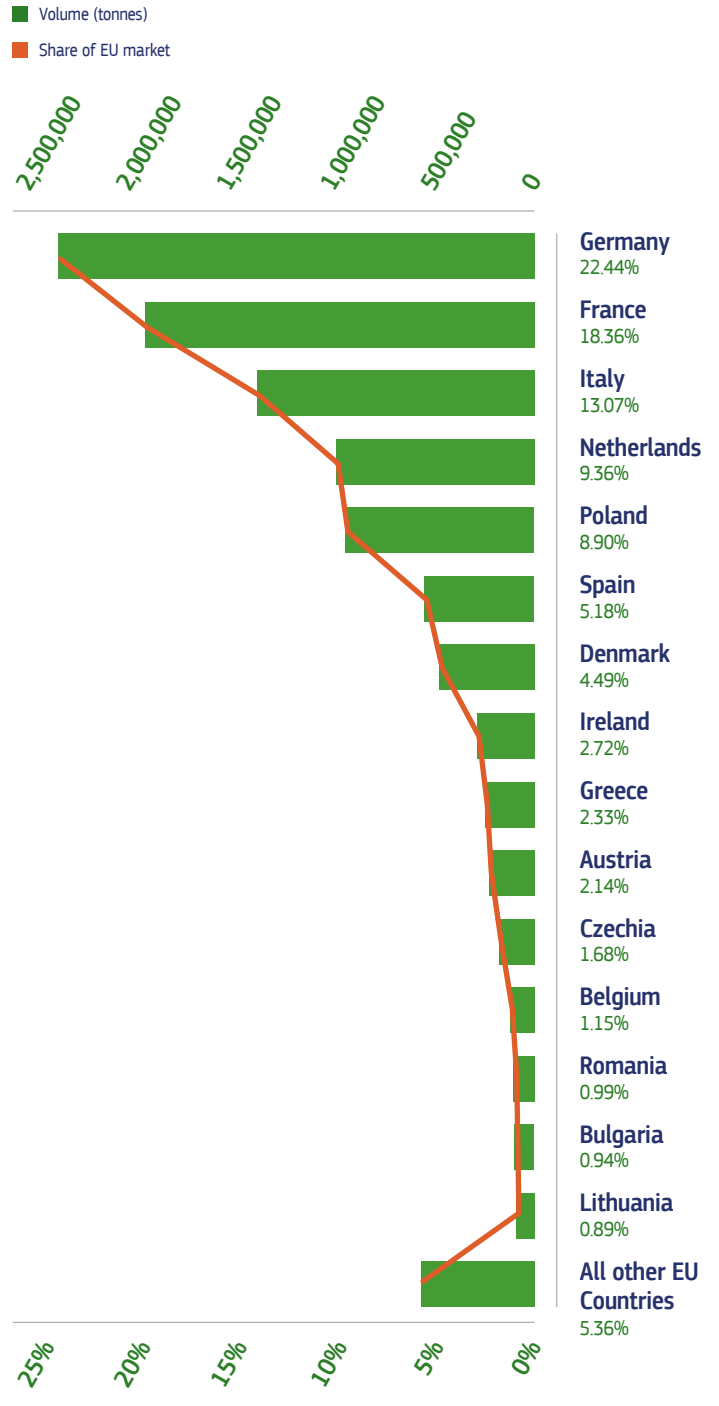
9. <https://ec.europa.eu/eurostat/documents/15216629/18054337/KS-FK-23-001-EN-N.pdf>

Global Cheese Production¹⁰

Volume (1,000 metric tonnes)



Cheese Production in the EU¹¹



10. Source: Statista 2023

11. Source: Eurostat 2022

Adherence to stringent safety standards

All EU farms must be registered to enable immediate tracking of all food products. In the dairy sector, safety controls are in place to measure the presence of hormones, chemical residues and microbial contamination. Processes are also in place to govern overall hygiene, labelling, refrigeration, animal health requirements and animal welfare¹².

The safety of EU dairy products starts with the assurance of the good health of the animals and the absence of infectious disease¹³.

Dairy producers are required to adhere to dedicated standards for dairy products listed in the Codex Alimentarius - a collection of international standards, guidelines and codes of practice to protect the health of consumers and ensure fair practices in the food trade¹⁴. EU dairy legislation goes beyond this global legislation, setting additional food safety provisions for dairy and food businesses.

In the EU, milk and dairy producers must implement procedures based on Good Hygiene Practices (GHP) and Hazard Analysis and Critical Control Points (HACCP); each dairy plant in the EU needs to be approved and have its guides to GHP and the application of HACCP principles validated¹⁵.

EU dairy products are fully traceable, bearing individual identification marks that can help to quickly identify in which plant they were processed, and from which farm the milk came from¹⁶.

With the EU home to some of the world's most loved cheeses, its safe production is paramount. To avoid contamination in the cheeses, the milk is kept cool at no more than 6°C until processed from collection at the farm and those handling cheese are obliged to wear gloves and protective clothing during the cheese-making process.

Trusted systems for superior quality

Traditions in the dairy sector have shaped EU products throughout time and production methods passed down from generations stretch back hundreds of years and minimise the need for artificial ingredients and preservatives which are strictly regulated.

EU labels on dairy products enable consumers to find clear information about the milk, butter, yoghurt or cheese. Mandatory food labels do not just dictate where the cheese comes from, but also include details of the producers so they are fully traceable.

It is widely considered that well cared-for animals produce better milk; the EU has strict animal welfare rules for animal feed, milking, stall size and grazing pastures¹⁷.

12. <https://food.ec.europa.eu>

13. https://food.ec.europa.eu/animals/animal-diseases/diseases-and-control-measures_en

14. <https://www.fao.org/fao-who-codexalimentarius/en/>

15. https://food.ec.europa.eu/system/files/2017-12/biosafety_fh_guidance_artisanal-cheese-and-dairy-products_en.pdf

16. https://food.ec.europa.eu/system/files/2016-10/gfl_req_factsheet_traceability_2007_en.pdf

17. <https://www.efsa.europa.eu/en/topics/topic/animal-welfare>



Centuries of know-how and authenticity

Centuries of tradition and know-how handed down from generation to generation, give EU dairy products their own authentic textures and flavours. The EU ensures that products maintain their unique character and are true to their traditions.

EU quality labels emphasise the diversity of Europe's products and protect the knowledge of farmers and producers.

By choosing Protected Designation of Origin (PDO) or Protected Geographical Indication (PGI) labelled products, consumers can enjoy the unique characteristics linked to their geographical origin and to the unique know-how carefully passed on from generation to generation.

In the EU, over 300 varieties of European cheese and dairy products are registered as Protected Designations of Origin or Geographical Indications to guarantee their authenticity.

There are over 1,000 European cheeses, each distinguished by different textures and tastes, including soft, semi-soft, blue-veined and more.

These products, originating from multiple countries, include cheeses such as **Danbo PGI**, a semi-soft aged cow's milk cheese from Denmark, as well as more recent additions such as **Българско кисело мляко / Bulgarsko kiselo mlyako PDO**, a Bulgarian yoghurt.

Mohant PDO from Slovenia is a semi-soft cheese made from the raw milk of locally raised cows. The cheese is ripened under anaerobic conditions for 15 to 56 days. It is salty, porous and crafted using centuries old techniques.

Germany's **Altenburger Ziegenkäse PDO**, produced in between Saxony and Thuringia, is not a pure goat's cheese as its name suggests but made with cow's milk and a little goat's milk and flavoured with caraway.

Győr-Moson-Sopron megyei Csemege sajt PGI from Hungary was one of the first Hungarian cheeses to be awarded a PGI.



**Queijo S. Jorge
PDO**
from Portugal

Changing the landscape

The EU's food sustainability strategy aims to protect the environment whilst ensuring farmers' livelihoods. As part of the European Green Deal, biodiversity is being improved by developing local breeds and protecting unique genetic resources.

Entire ecosystems in Europe are heavily dependent on cattle production and measures are in place to reduce their environmental impact. Fertiliser levels, chemical pesticides and antibiotics are being reduced. Alongside which, the EU is committed to have 25% of the EU's agriculture converted to organic farming by 2030¹⁸.

Circular solutions to reduce the greenhouse gas effect in dairy farms include: supporting the biodiversity of the soils, improved fertiliser efficiency, introducing legumes as a crop feed, recycling nitrogen and optimising animal feed to reduce methane emissions¹⁹.

A large part of EU agricultural land consists of grasslands and other landscapes where grazing contributes to the maintenance of biodiversity and to the storage of carbon in the soil.



Why choose EU dairy products

EU dairy products have stood the test of time, with passion, know-how and techniques handed down from the generations. For example, **Paški sir PDO** from Croatia is produced from a unique breed of small sheep known for their salty and limited milk output.

Dairy products are a key source of protein and calcium. Cultured dairy products such as Greek yoghurts are one of the best sources of probiotics.

Cheeses such as **Φέτα / Feta PDO** from Greece, Germany's Quark cheese and Italian **Ricotta Romana PDO** are lower in fat than many other cheeses, they are also versatile as an ingredient in many recipes.

The high quality, varied textures and flavours and authenticity of European cheeses provide inspiration for both simple and complex dishes.

According to recent retail figures, UK consumers are buying more cheeses from the EU and looking for stronger and tastier alternatives to British cheddar²⁰.

18. https://agriculture.ec.europa.eu/farming/organic-farming/organic-action-plan_en

19. <https://eda.euromilk.org/>

20. <https://www.theguardian.com/food/article/2024/jul/20/stronger-stinkier-softer-how-britain-fell-in-love-with-cheese-beyond-cheddar>

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Saint-Nectaire PDO
from France



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PROCESSED & FRESH MEAT

Culatello di Zibello PDO
from Italy



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MORE THAN ONLY FOOD & DRINK EU PROCESSED AND FRESH MEAT: QUALITY, TRADITION AND TASTE, PRODUCED TO THE HIGHEST WELFARE AND HEALTH STANDARDS²¹.

Rearing animals for food has formed part of the EU's heritage for many hundreds of years and the varied landscape and climates have produced a vast range of breeds, cuts and cured meats.

Livestock is a significant contributor to the EU economy and the scale of meat production is considerable. In November/December 2022, there were 134 million pigs, 75 million beef cattle, 59 million sheep and 11 million goats recorded in the EU. The EU is one of the world's largest poultry meat producers and a net exporter of poultry products with annual production of around 13.4 million tonnes²².



21. <https://www.efsa.europa.eu/en/topics/topic/animal-welfare>

22. https://agriculture.ec.europa.eu/farming/animal-products/poultry_en

Traceability you can trust

All EU farms must be registered to enable immediate tracking and tracing, and safety controls are in place to measure the presence of hormones, chemical residues and microbial contamination. Processes are also in place to govern overall hygiene, labelling, proper refrigeration, animal and plant health requirements and animal welfare²³.

Dedicated EU Animal Health Laws guarantee the safety of meat at every step of the production chain. This legislation is harmonised throughout the EU and controlled from the farm to the final purchase¹³.

Better animal welfare improves animal health and food quality. The EU plans to revise legislation concerning the slaughter of animals so that it is aligned with scientific evidence, broadening its scope, making it easier to enforce, and ultimately ensuring a higher level of animal protection and welfare²⁴.

In addition, an advanced system of animal disease controls gives the EU one of the most comprehensive surveillance programmes for threats such as Avian Flu and African Swine Fever.

Centuries of breeding and rearing livestock

The unique geography and history of the diverse Member States has led to a plethora of breeds, rearing techniques and a deep understanding of meat cuts and products that are typical to each region. The diversity and heritage of the EU encompasses culinary traditions passed down from generation to generation, sometimes over hundreds of years.

The introduction of a number of EU quality schemes including Protected Designation of Origin (PDO) and Protected Geographical Indication (PGI) which require strict production methods celebrate this heritage and geographical importance and ensure a better price for farmers.



23. https://food.ec.europa.eu/system/files/2016-10/gfl_req_factsheet_traceability_2007_en.pdf

24. https://food.ec.europa.eu/animals/animal-welfare/eu-animal-welfare-legislation/slaughter-stunning_en



Examples of PDOs and PGIs in EU meat and processed meat

France's **Volaille de Bresse / Poulet de Bresse / Poularde de Bresse / Chapon de Bresse PDO** (chicken) is a symbol of France with its red-coloured head, white feathers and blue feet. They are raised exclusively in the region of Bresse, which lies to the east of France. The rearing and feeding of the birds are carefully controlled, meeting extremely strict standards. To meet the PDO status the birds must live most of their lives outdoors.

Poland's **Kiełbasa lisiecka PGI** (Lisiecka sausage) is made from carefully selected pieces of ham and loin. Producers use a special smoking technique to give it a shiny, dark brown colour which comes through in the alder and beech smoke aroma. The sausage is lightly salted with flavours of spice and garlic.

Slovenia's **Kranjska klobasa PGI** (Carniolan sausage) is one of the country's most widely known food products. Made with the finest pork and bacon and seasoned with garlic and pepper, the sausage has a reddish-brown exterior with pinkish red pork meat and white pieces of bacon on the inside.

Known as the Emerald Isle for good reason, Ireland's temperate climate and plentiful rain provide rich pastureland for its cattle. This, coupled with very high standards of animal husbandry, is behind **Irish Grass Fed Beef PGI** being considered amongst the best in the world²⁵.



25. <https://www.irishfoodanddrink.com/irish-grass-fed-beef-pgi/#::-:text=PGI>

Stringent standards for health and welfare

EU meat and meat product labels let consumers know exactly what they are buying, where and how it was raised. The food labelling includes information on production methods such as grass-fed beef production area, allergens and in some cases certification label such as PDO, PGI and EU organic²⁶.

Growth promoting hormones such as oestradiol 17 β , testosterone, progesterone, zeranol, trenbolone acetate and melengestrol acetate (MGA) are banned in the EU²⁷.

The EU is also a global leader in setting best practice for antibiotic use in animal farming, investing significant resource and investment towards antibiotic alternatives - a move that was considered the most progressive the most globally progressive by World Animal Protection. The routine use of antibiotics to overcome poor hygiene standards is banned and antibiotics are only permitted in the exceptional treatment of individual animals²⁸.

The use of improvement agents in processed products, such as additives, flavourings or enzymes are also strictly regulated²⁹. European cured meats have been treated in the same way for hundreds of years. Tried and tested traditional techniques using water and salt and hanging to dry do not require artificial additives or preservatives.

Well cared-for livestock produces better meat and the EU has some of the world's highest standards in animal welfare. A continuous investment in modern processing facilities to meet further improvements is governed by EU standards. In order to ensure compliance, inspectors regularly visit farms and production sites to carry out safety and quality checks³⁰.

Leading in biotech solutions

The EU is pursuing the goal of transforming the way food is produced and consumed in Europe to reduce the environmental footprint of food systems, while ensuring healthy and affordable food choices for people today and for tomorrow's generation³¹.

The EU is a global leader in agricultural biotechnology such as developing more sustainable alternatives to fertilisers³².

A large part of the EU's agricultural land consists of grasslands and other landscapes where grazing contributes to the maintenance of biodiversity.

The EU also aims to increase biodiversity by developing local breeds and protecting unique genetic resources.

26. https://europa.eu/youreurope/business/product-requirements/food-labelling/general-rules/index_en.htm

27. https://food.ec.europa.eu/safety/chemical-safety/hormones-meat_en

28. <https://www.saveourantibiotics.org/media/1842/2022-changes-to-european-law-farm-antibiotics.pdf>

29. https://food.ec.europa.eu/safety/food-improvement-agents/additives/eu-rules_en

30. <https://www.efsa.europa.eu/en/topics/topic/animal-welfare>

31. <https://www.eea.europa.eu/en/newsroom/news/transforming-europes-food-system>

32. https://agriculture.ec.europa.eu/sustainability/environmental-sustainability/low-input-farming/nutrients_en



Why choose EU meats?

With some of the strictest health and safety standards, EU fresh and processed meats are amongst the safest in the world.

The diversity of territory, breed origins and cultures offer chefs and consumers a story of provenance, new textures, flavours and authentic products that have stood the test of time.

EU meat products provide distinction in quality, texture and flavours due to breed origins, rearing and feed e.g. Spain's **Dehesa de Extremadura PDO** (Ibérico ham), Hungarian **Magyar szürkemarha hús PGI** (grey cattle), Germany's **Bayerisches Rindfleisch / Rindfleisch aus Bayern PGI** (Bavarian beef cattle) and Portugal's **Borrego da Beira PGI** (lamb).



FRUITS & VEGETABLES

Arancia Rossa di Sicilia PGI
from Italy



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MORE THAN ONLY FOOD & DRINK PROVIDING A WEALTH OF VARIETIES TO MEET CONSUMER DEMANDS FOR NUTRITIOUS CHOICES

Fruit, vegetables and legumes are widely considered to be an essential part of a healthy diet. From the Arctic coast to the Mediterranean, from valleys to mountains, the Europe's diverse landscape contributes to a bounty of fresh and seasonal fruit and vegetables. The changing terrain, seasons and soils produce an extensive range of products to meet consumer budgets and tastes throughout the year.

Take the humble apple - in the European Union there are more than 7,000 varieties³³. Whilst Golden Delicious, Granny Smiths and Jonagold are grown in multiple regions, varieties such as Poland's **Jabłka grójeckie PGI** and Italy's **Mela Alto Adige / Südtiroler Apfel PGI** (apple) can only be grown in the regions of Grojec and the South Tyrol.

The topography and location of the EU provides fertile soils; fresh vegetables were cultivated on 2 million hectares of land across the EU in 2022, on which 59.8 million tonnes of crops were harvested. In 2022, the EU produced 14.7 million tonnes of pome fruit (12.6 million tonnes of apples and 2.1 million tonnes of pears), 10.5 million tonnes of citrus fruit, 6.3 million tonnes of stone fruit (such as peaches, nectarines, apricots, cherries, and plums), 2.6 million tonnes of sub-tropical and tropical fruit (such as figs, kiwis, avocados, and bananas), 1.1 million tonnes of nuts and 0.7 million tonnes of berries³⁴.

33. <https://www.cbi.eu/market-information/fresh-fruit-vegetables/apples/market-potential>

34. <https://ec.europa.eu/eurostat/web/products-eurostat-news/w/ddn-20240301-1>

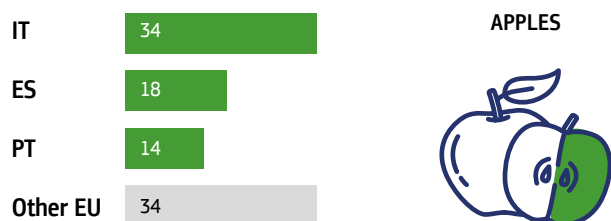
Share of EU production of various types of vegetable, 2022³⁵

(% based on metric tonnes)



Share of EU production of various types of fruit, berries and nuts, 2022³⁵

(% based on metric tonnes)



35. <https://ec.europa.eu/eurostat/web/products-eurostat-news/w/ddn-20240301-1>

Deep respect for territory authenticity

The quality and safety of EU fruit and vegetable production underpin each other and are the result of stringent safety regulations and systematic controls.

EU food products are nutritious and healthy thanks to high production standards that are harmonised throughout the EU.

As with all food, EU quality schemes protect the names of specific products and promote their unique characteristics and the traditional know-how involved in their production. The corresponding PDO, PGI and organic labels identify products as authentic, of high quality and compliant with stringent safety standards.

In addition to ensuring quality and safety, the authenticity of EU food products significantly benefits producers by enabling them to market their goods at premium prices and sustain their local economies. Authenticity links products to specific regions and traditional methods, allowing producers to protect their unique heritage while offering consumers confidence in product quality and origin. This connection helps rural farmers preserve traditional practices and command higher prices, especially for niche or premium goods.

The EU quality logos (PDO and PGI) go further in attesting that the product is grown with care and respect towards the unique characteristics linked to the region in which it is grown³⁶.

36. https://agriculture.ec.europa.eu/farming/geographical-indications-and-quality-schemes_en

37. https://food.ec.europa.eu/plants/plant-health-and-biosecurity/legislation/plant-health-rules_en

38. <https://euroseeds.eu/news/new-eu-plant-health-rules/>

39. <https://www.europarl.europa.eu/legislative-train/theme-a-european-green-deal/file-reporting-requirements-in-eu-plant-health-legislation>

40. https://european-union.europa.eu/institutions-law-budget/institutions-and-bodies/search-all-eu-institutions-and-bodies/european-food-safety-authority-efsa_en#

Stringent protection for plant and food safety

The European Union has the world's most rigorous monitoring system to keep contaminants away from its food. Under EU Plant Health Law, all plants, unless specifically excluded, need to have phytosanitary certifications. High-risk plants cannot be brought into the region until a thorough risk assessment has been completed. Member States also need to implement improved safeguards and prominent awareness campaigns in the event that priority pests are found on their soil³⁷.

In recent years, the EU plant health regime has been rigorously modernised³⁸. The new regulation strengthens the region's capacity to detect and eradicate pests at an early stage.

Pests are multiplying and surviving in new areas as a result of climate change. In 2024, the EU Parliament approved the establishment of an emergency team to combat the arrival of crop damaging pests³⁹.

Plants and plant-based products are protected under a comprehensive scheme, which records the regions where the plants come from and restricts the movement of plants in the event of a plant disease outbreak.

To protect consumers, the EU sets maximum residue levels for pesticides and other chemical methods used for safe cultivation. To ensure that residue limits are adhered to, samples are sent regularly to a laboratory for testing; if the Minimum Pesticide Residue limit (MRL) is exceeded, the product is removed from the market and destroyed at the grower's expense. As all the EU's fresh products are traceable, this is a very efficient process.

All active substances used in plant protection products in the EU must first undergo risk assessment conducted by an independent scientific body, the European Food Safety Authority. Only after the risk assessment is approved can they be authorised to be used with food or feed⁴⁰.



Fresh and convenient: The frozen fruit and vegetable market

Increasingly busy lifestyles and a need for healthy food that is inexpensive, tasty, and simple to prepare are the main factors driving the frozen fruit and vegetable sector⁴¹.

EU frozen fruit and vegetables provide a more time-efficient and affordable alternative to fresh produce.

As with any food cultivation and production, this sector is protected by strict EU regulations. Quick-frozen foods must be packaged in pre-packaging which protects them against external contamination and drying. The labelling of quick-frozen foods must include the sales name, the indication 'quick-frozen' and the batch identification.

Europe is one of the biggest markets for frozen vegetables worldwide. Freezing fruits and vegetables reduces food waste. Its long shelf life helps to reduce food waste and support local farmers who may have surplus crops that would otherwise go to waste. Additionally, frozen produce can be transported more efficiently than fresh produce, which in turn can help to reduce carbon emissions and other environmental impacts associated with food transportation.



More than nutritious and healthy - taste is king

For a fruit or vegetable to be labelled PGI it must have strong links to the place in which it was grown. For the PDO label, every aspect of production, from seeds, to cultivation and growth, to processing and preparation must take place in the specified region.

- Such protected products include **Ροδάκινα Νάουσσας / Rodakina Naoussas PDO** (Naoussa peaches) from Greece, that are prized across the world for their rich aroma, distinctive taste, and freshness. Packaged directly after being picked to ensure freshness, the peach's excellent flavour is the result of a mild climate and the region's favourable soils.
- **Mela Alto Adige / Südtiroler Apfel PGI** (South Tyrolean apples) benefit from the intersection between the Alpine and Mediterranean landscapes in Italy which provides ideal conditions for growing apples.
- The perfect balance of sweetness and acidity gives Spanish **Cítricos Valencianos / Cítrics Valencians PGI** (Valencia oranges) the reputation of being the world's best oranges.
- **Pruneaux d'Agen PGI** (Agen prunes) from France are dried Ente plums which were first planted by the Romans. Protected since 2002, Agen prunes must be produced in a precisely defined area of South-West France following very strict rules, to ensure high quality and traceability.

41. <https://www.frozenfoodeurope.com/the-ever-growing-market-for-frozen-veggies/>



A respect for the environment for now and the future

The European Union aims to make Europe the first carbon- neutral continent. The transition to more sustainable food systems is at the heart of its policies.

European networks such as SmartAgriHubs or the EIP-AGRI ensure that innovative solutions reach as many farmers as possible, as well as other organisations within the agricultural system.

Comprehensive regulation governing the use of pesticides and other plant protection products in farming aims to reduce the risks and impacts of pesticide on human health and the environment⁴².

The EU also promotes Integrated Pest Management, an approach that involves non-chemical approaches to plant health⁴³.

In 2022, 10.5% of total EU's agricultural was organic and the region is aiming to increase this to 25% by 2030 (cf. the world figure is 1.6%)⁴⁴.

Why choose EU fruit and vegetables?

The diverse EU landscape provides a wealth of fresh and frozen fruit and vegetables that meet stringent health and safety measures. These products are free from the harmful residues of chemical pesticides and contribute to a balanced diet.

EU Protected Designation of Origin and Protected Geographical Indication labels assure consistent quality and guarantee provenance. Certain fruit and vegetables can command higher prices for farmers and retailers due to the quality standards, climate and respect given to their cultivation.

Authentic food production also ties closely to sustainability. By emphasising local sourcing and minimal processing, authentic products generally have lower environmental footprints, support biodiversity and promote ethical resource management.

Sustainable practices are increasingly becoming a market advantage, attracting environmentally conscious consumers and securing long-term viability for producers⁴⁵.



42. https://food.ec.europa.eu/safety/chemical-safety/contaminants_en

43. https://food.ec.europa.eu/plants/pesticides/sustainable-use-pesticides/integrated-pest-management-ipm_en

44. https://ec.europa.eu/eurostat/statistics-explained/index.php?title=Developments_in_organic_farming&oldid=629504

45. <https://www.sciencedirect.com/science/article/pii/S0959652624013180>

BEERS, WINES & SPIRITS

Alentejo PDO
from Portugal



EUROPEAN UNION



MORE THAN ONLY FOOD & DRINK
**EU BEERS, WINES AND SPIRITS:
FROM OLD WORLD VINES TO
INNOVATION IN SUSTAINABLE
PRODUCTION**

The unique history and geography of the European Union has provided diverse range of drinks that reflect every aspect of the continent. With Belgium's Trappist beer, Portugal's **Porto / Port / vinho do Porto / Port Wine / vin de Porto / Oporto / Portvin / Portwein / Portwijn PDO, Polska Wódka / Polish Vodka PGI** and Hungarian

Tokaj / Tokaji PDO, the EU is home to some of the world's most iconic wines, spirits and beers.

Beyond its heritage, the EU also guarantees standards of safety, quality and authenticity as well as a movement towards sustainable practices in the making of alcoholic drinks.



IRISH WHISKEY
/ UISCE
BEATHA
EIREANNACH /
IRISH WHISKY
PGI



BITTER



WHITE / ROSÉ /
RED WINE



EAU-DE-VIE DE
COGNAC / EAU-
DE-VIE DES
CHARENTES /
COGNAC PGI



POLSKA
WÓDKA /
POLISH VODKA
PGI



CHAMPAGNE
PDO



BELGIAN
TRAPPIST
BEER

Traditions and techniques passed down the generations

Europe is the birthplace of the world's wine industry and traditions of wine making are proudly passed from generation to generation. Rows of vines have defined European rural landscapes for centuries and France, Italy and Spain are among the largest wine producers in the world. Today, wine enthusiasts have even more to discover thanks to vineyards in Croatia, Greece, Hungary, Romania and Slovenia producing and exporting quality wines.

Wine growing and production in Europe is still largely done by hand, and a large majority of production is undertaken by small producers⁴⁶. Geological and climatic aspects heavily influence the characteristics of each wine, and the same wines differ depending on the conditions in any given year of harvest.

The EU is home to many different geographical and weather conditions that have an enormous effect on the varieties and qualities of the grapes grown.

Many EU regions maintain long-standing traditions of winemaking, beer brewing or production of spirits, France and Italy are known for wine whilst Belgium is famous for its many beers. Meanwhile Poland is home to many of the world's most sought-after Vodka brands⁴⁷.

The history of beer dates back more than 6000 years when there were a myriad beer styles being brewed all over Europe. In fact, Europe is widely agreed to be the birthplace of modern brewing⁴⁸.

Nowadays, EU beers are consumed all over the world due to their quality and unique styles. In 2022, EU countries produced almost 34.3 billion litres of beer⁴⁹.

EU PGI (Protected Geographical Indication) denotes the name of a spirit, beer or aromatised wine that originates from a specific country, region or locality and where the product's quality, reputation or other characteristic are essentially attributable to its geographical origin. In the case of **Irish Whiskey / Uisce Beatha Eireannach / Irish Whisky PGI**, this has to be brewed, distilled and aged in Ireland. Whilst the raw materials may come from other EU countries at least one stage of the distillation or preparation must take place in Ireland to maintain the PGI Label.

To be registered with a PDO (Protected Designation of Origin), the raw materials must be grown, and the entire production process must take place in region.

One of the most famous of the PDO wines is **Champagne PDO**, which has been protected by European law from as far back as 1891. To be called **Champagne PDO**, the wine must be produced in the Champagne region from local Pinot Noir, Pinot Meunier and Chardonnay grapes and made using the traditional method of fermentation.

More recent examples of PDO wines include **Twente PDO** from the Netherlands which was registered in July 2024 and **Ruster Ausbruch PDO**, a sweet wine made with late-harvested botrytised grapes from Austria.

46. https://ec.europa.eu/eurostat/statistics-explained/index.php?title=Vineyards_in_the_EU_-_statistics

47. <https://www.diffordsguide.com/g/1171/vodka/polish-vodka#:~:text=The>

48. https://beer-studies.com/en/world-history/Birth-of-brewing/Combined-fermented_beverages/European-beer-brewing-bassin

49. <https://ec.europa.eu/eurostat/web/products-eurostat-news/w/ddn-20230803-1>



Quality raw ingredients paired with stringent processes

The EU is famous for its wine culture and wine industry and these wines are produced using processes that are regulated to the highest standards. The brewery industry follows a similar set of stringent standards on quality control, ensuring consumers enjoy the safest and highest quality products.

The majority of EU vines are grown for the production of quality wines carrying geographical indications. In 2020, 65.3 % of EU vines were used for wines under the Protected Designation of Origin (PDO) classification, and 17.1 % for wines under the Protected Geographical Indication (PGI) classification⁵⁰.

As of September 2024, 1,196 PDOs and 452 PGIs were registered for wine names in the eAmbrosia register⁵¹. eAmbrosia is a legal register of the names of agricultural products, wine, and spirit drinks that are registered and protected across the EU.

To be labelled organic, EU wine must be made with organic grapes and yeast and the use of ascorbic acid and desulphurisation is prohibited⁵².

All raw materials used in the production of European spirits must come from agricultural, natural sources. Synthetically produced alcohols are not allowed in the EU and this is true of EU spirit exports.

EU beer begins with the careful selection of raw materials and processes, bringing together water, different varieties of cereals, yeast and hops, carefully crafted to any given beer style and brand by experienced brewers.



Assurance through plant protection

All active substances used in plant protection, such as pesticides, must first undergo risk assessment conducted by the European Food Safety Authority - an independent body of the EU. Only when they have passed the assessment can they be authorised for use.

The European Union's plant health regime has been rigorously modernised and provides the world's most stringent monitoring system for protecting against contaminants which includes the cereals used in the production of beer and some spirits⁵³. The new regulation also strengthens the EU's capacity to detect and eradicate pests at an early stage.

The GI labels protect regional foods and also enables consumers to identify genuine products from potentially dangerous counterfeits.

50. [https://www.europarl.europa.eu/RegData/etudes/BRIE/2023/751399/EPRS_BRI\(2023\)751399_EN.pdf](https://www.europarl.europa.eu/RegData/etudes/BRIE/2023/751399/EPRS_BRI(2023)751399_EN.pdf)

51. <https://ec.europa.eu/agriculture/eambrosia/geographical-indications-register/>

52. https://ec.europa.eu/commission/presscorner/detail/en/ip_12_113

53. https://food.ec.europa.eu/document/download/a9e098eb-5074-4246-a338-96053ed0caa4_en?filename=cs_contaminants_factsheet_en.pdf

Barolo PDO
from Italy



Staklišės PGI
from Lithuania



The growth of natural and organic products

The market of organic wine was estimated at €9.7 billion in 2013 and is expected to grow at a compound annual growth rate of 10.4% from 2024 to 2030⁵⁴. This growing global demand for organic and natural wines is reflected in EU production with Europe cultivating 90% of the worldwide grapes used in organic wine⁵⁵. France, Italy and Spain are at the forefront of the EU organic wine movement; vineyards dating back centuries coupled with long-standing wine practices, make these ideal locations for organic viticulture. Germany and Portugal are also included in the world's top 10 organic wine producing regions⁵⁶.

Wine can only be certified as organic when the grapes are grown in accordance with organic farming principles. This implies grapes that are cultivated without the use of any artificial chemical fungicides, pesticides, herbicides or fertilisers⁵⁷.

Organic viticulture (the production of organic wine) includes protection of the natural balance of the vineyard and its surrounding environment during the production process. At the winemaking level, organic techniques are used. This means little to no manipulation of wines by reverse osmosis and excessive filtration and no use of flavour additives.

54. <https://www.grandviewresearch.com/industry-analysis/organic-wine-market-report>

55. <https://www.grandviewresearch.com/industry-analysis/organic-wine-market-report>

56. <https://www.statista.com/statistics/240638/wine-production-in-selected-countries-and-regions/>

57. <https://www.soilassociation.org/take-action/organic-living/what-is-organic/organic-wine/>

58. <https://brewersofeurope.eu>

59. <https://www.internationalwinechallenge.com/Canopy-Articles/iwc-2024-results.html>

Why choose EU wine, spirits and beer?

There are around 10,000 breweries in the EU, 80 different beer styles and 50,000 different beer brands⁵⁸. With this immense range of styles, flavours, colours, tastes, strengths and smells, Europe is a beer superpower.

In the 2024 International Wine Challenge⁵⁹, French vineyards won the International Pinot Noir and International Sauvignon Blanc trophies. France, Spain, Portugal, and Italy secured four of the top five highest medal rankings.

In 2020, vines were grown on 3.2 million hectares in the EU, equivalent to about 45% of the world's total wine-growing areas.

There were 2.2 million vineyard holdings for wine in the EU in 2020, the vast majority of which were very small; 83.3% had less than 1 hectare of vineyards.

No other continent has the wealth of knowledge and heritage of viticulture, distillation and brewing as the EU.

Centuries of wine production knowledge and traditions has led the EU to transition to a global leader in organic wine production.

Protected Geographical Indications can help consumers make informed choices when it comes to the quality and provenance of the drink. **Eau-de-vie de Cognac / Eau-de-vie des Charentes / Cognac PGI** from France, Italian **Grappa di Barolo PGI, Polska Wódka / Polish Vodka PGI**, Greek **Ouzo / Oúzo PGI**, Dutch **Genièvre / Jenever / Genever PGI** (gin) and **Trenčianska borovička „JUNIPERUS“ PGI** from Slovakia are examples of many spirits awarded the PGI label. These spirits can only be made in the named area to bear their names.



BAKERY & CONFECTIONERY

**Geraardsbergse
mattentaart**
from Belgium



EUROPEAN UNION



MORE THAN ONLY FOOD & DRINK A WORLD OF SWEET TREATS

The European Union is home to many of the world's most well-loved confectionery products. Thanks to their varied cultures, climates and history, the 27 Member States offer a wide spectrum of popular baked goods and sweets, often made with techniques and processes that have been perfected over time.

The scale of the EU confectionery market is considerable, estimated at €63.9 billion in 2024. It is expected to reach €83.84 billion by 2030⁶⁰.

More than 13,000 companies are active in the chocolate, biscuits and confectionery sector alone with the EU producing 14.7 million tonnes of products and employing 289,067 people⁶¹.

In 2020 the EU produced an estimated 3.6 million tonnes of chocolate products and this figure excludes chocolate used in manufacturing⁶². Europe is also the world's largest grinder of cocoa beans, with more than 35% of the world's grinding taking place in the EU⁶³.



60. <https://www.mordorintelligence.com/industry-reports/europe-confectionery-market>

61. <https://www.gomc.com/firstpage/202110019.pdf>

62. <https://www.cbi.eu/market-information/cocoa/what-demand#:~:text=Europe is the world's largest chocolate producer and exporter, 2020, not including industrial chocolate.>

63. <https://www.cbi.eu/market-information/cocoa/what-demand>

Safe to savour every mouthful

Safety begins with the raw ingredients. The wheat, maize, rye, oats, spelt grown in the EU follow stringent guidelines for chemical pesticides and fertilisers⁶⁴.

EU regulations, codes of practice and guidance govern the production, processing, packaging, labelling, distribution and retail of confectionery products. Every production step within confectionery and baked goods is regulated to ensure high standards of hygiene and to prevent contamination⁶⁵, regardless of the scale of the business. From a small family-run chocolatier to a large-scale international brand, all chocolate and confectionery businesses must adhere to the standards set.

Mandatory EU labelling standards guarantee the best and safest ingredients for chocolates, pastries and biscuits produced anywhere in the EU. Artificial additives, flavourings and enzymes are strictly controlled in the EU and products are required to indicate the presence of the 14 common allergens⁶⁶.



**Biscuits
Roses**
from France

64 <https://www.flourmillers.eu/page/grains/>

65. https://food.ec.europa.eu/safety/biological-safety/food-hygiene/legislation_en

66. https://europa.eu/youreurope/business/product-requirements/food-labelling/general-rules/index_en.htm

67. <https://www.europarl.europa.eu/topics/en/article/20240404STO20192/less-sugar-better-labelling-of-honey-juices-and-jams>

Maintaining traditions for today's indulgence

EU chocolate is made from high-quality ingredients; to be considered chocolate, the product must contain at least 20% cocoa from cocoa butter and powder.

In the EU, wholegrain flour is harvested from many wheat varieties, each according to centuries-old production standards and cultivation traditions.

For centuries, jams and juices have been made to preserve fruits and berries to enjoy during the colder months. Such traditions continue in homes throughout Europe whilst on an industry scale state-of-the-art technologies enable EU manufacturers to produce jams without preservatives and to reduce the amount of sugar present whilst maintaining the tastes of the fruit⁶⁷.

EU producers use only natural and minimally processed raw materials, without any additives. Quality is measured to ensure a consistent final product. Cookies, for example, undergo quality and security checks, from the ingredients themselves to the visual checks on the final product. The European confectionery industry is carefully regulated to ensure quality levels at every stage of production.

To maintain consistency across Member States, even small, artisan producers are supported by industry associations and given access to the latest findings in safety research.

Examples of PDO and PGI products

Ensaimada de Mallorca / Ensaimada mallorquina PGI from Spain is a bread roll created using a sweetened leavened dough made from strong flour, water, sugar, eggs, starter, and pork lard. The inside is soft and firm with visible air pockets - making the rolls perfect for fillings.

Italy's **Panforte di Siena PGI** is a dessert made in the province of Siena (Italy). It contains candied fruit, dried fruit and a mixture of sugar, honeys and spices. The cake is available in 'white type' with a caster sugar topping and 'dark type' when topped with spices.

The **Pastel de Tentúgal PGI** from Portugal must be made in the small town of Tentúgal. This sweet pastry has a thin dough and creamy filling.

In France the **Gâche vendéenne PGI** is an oval shaped pastry with a fine golden crust, eaten fresh it must be made in the departments of Vendée, Loire-Atlantique and Maine-et-Loire or in the department of Charent-Maritime.

Finland's **Kainuun rönttönen PGI** (Kainuu potato pie) from the Kainuu region was traditionally eaten with soups but the sweet pie can be topped with butter and enjoyed with coffee.

Aiming for a sweeter future

The transition to more sustainable food systems used for the production of wheat, corn and dairy is at the heart of the EU's long-term strategies.

Comprehensive regulation governing the use of pesticides and other plant protection products in farming aims to reduce the risks and impacts of pesticide on human health and the environment⁶⁸. The EU also promotes Integrated Pest Management, an approach that involves non-chemical approaches to plant health⁶⁹.

In 2020, the EU launched the Sustainable Cocoa Initiative 2020 to achieve the UN's Sustainability Development Goals (SDGs) - particularly SDG 1 'No poverty', SDG 2 'Zero hunger', SDG 5 'Gender equality', SDG 8 'Decent work and economic growth', SDG 10 'Reduced inequalities', SDG 12 'Responsible consumption and production', SDG 13 'Climate action', SDG 15 'Life on land' and SDG 17 'Partnerships for the Goals'⁷⁰.

68. https://food.ec.europa.eu/plants/pesticides/maximum-residue-levels/eu-legislation-mrls_en

69. https://food.ec.europa.eu/plants/pesticides/sustainable-use-pesticides/integrated-pest-management-ipm_en

70. https://international-partnerships.ec.europa.eu/policies/programming/programmes/sustainable-cocoa-initiative_en

Why choose European baked goods and confectionery?

Countries throughout the EU are famed for their pastries and cakes which are consumed at specific times of day as part of their longstanding culture. The French have coffee and croissant for breakfast, the Swedish enjoy cinnamon buns as part of their Fika (coffee break) and the Portuguese like to snack on a **Pastéis de Nata** any time of day. The Viennese tradition of coffee and cake is so important that it was declared as an 'intangible cultural heritage' by UNESCO in 2011⁷¹.

The quality assurance within EU baked goods and confectionery is harmonised throughout the region and therefore covers hundreds of delicious sweet treats.

European breads, cakes and pastries, recognised for their delicious textures and flavours, are increasing in popularity. One example is **Panettone** which outsold many typically British festive treats, such as mince pie and Christmas puddings, in many UK retailers in 2023⁷².



71. <https://www.unesco.at/en/culture/intangible-cultural-heritage/national-inventory/news-1/article/viennese-coffee-house-culture#:~:text=The tradition of Viennese coffeehouse,in the style of Historicism.>

72. <https://www.thegrocer.co.uk/new-product-development/colomba-vs-panettone-will-another-italian-confection-steal-the-show/689200.article>



MORE THAN ONLY FOOD & DRINK

For more information about the
'More Than Only Food & Drink'
campaign, please check:



**Ελιά Καλαμάτας /
Elia Kalamatas PDO**
from Greece



The products featured here are part of EU food and beverage production, with most holding Protected Geographical Indication (PGI) or Protected Designation of Origin (PDO) certifications, ensuring their authenticity and quality.



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EUROPE

