



EUROPEAN COMMISSION  
DIRECTORATE-GENERAL FOR AGRICULTURE AND RURAL DEVELOPMENT  
Directorate F – Outreach, Research & Geographical Indications  
The Director

Brussels  
AGRI.F.3/

**Subject : Request of interpretation of Article 37(5) of Regulation (EU) 2024/1143, obligation to indicate the name of the producer or operator in the labelling, in the same field of vision of the geographical indication**

Dear Madam,

Thank you for your email of 24 May 2024 requesting an interpretation of Regulation (EU) 2024/1143 <sup>(1)</sup> as regards whether the obligation (in Article 37(5)) to indicate the name of the producer or operator of a product designated under a geographical indication (GI) in the labelling, in the same field of vision of the geographical indication, applies also in case of unpacked or loose products, for example to fresh meat and cheese exposed in counters in supermarkets.

Like the other mandatory GI labelling rules, the obligation to indicate the name of the producer (or operator) of the product designated by a GI in the same field of vision of the GI applies to both, loose and packed food.

While this might be less practical to implement such a rule in respect of unpacked and loose products, there are no specific GI labelling rules imposing the way the labelling is to be organised in case the food is presented unpacked or loose to the consumers. Retailers can provide the required information in the manner they find the most convenient, such as on a notice in close proximity to the product or on the shelf edge.

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<sup>(1)</sup> Regulation (EU) 2024/1143 of the European Parliament and of the Council, of 11 April 2024, on geographical indications for wine, spirit drinks and agricultural products, as well as traditional specialities guaranteed and optional quality terms for agricultural products, amending Regulations (EU) No 1308/2013, (EU) 2019/787 and (EU) 2019/1753 and repealing Regulation (EU) No 1151/2012.

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As regards the obligation that the name is indicated in the same field of vision of the GI, this is a typical 'label' rule. If the food has no 'label', the objective of that rule is however reached by indicating the name of the GI producer in clear connection with the name of the GI.

The present opinion is provided based on the facts as set out in your email and expresses the view of the Commission services and does not commit the European Commission. In the event of a dispute involving European Union law, it is for the Court of Justice of the European Union to provide a definitive interpretation of the applicable European Union law.

Yours faithfully,



DIEGO CANGA FANO