

study) will eventually be launched. sE claimed that this should be the occasion to clarify what essential information must necessarily appear on the label, allowing the rest to be dematerialised.

The CAB underlined the importance of ensuring proper consumer information while agreeing on the equal importance of reducing administrative burden for producers which can indeed be achieved with modern tools. The CAB asked sE to reflect on which other sectors could be potential allies of the digital labelling stance (besides alcoholic beverages and other foodstuffs, sE indicated as examples medicines, cosmetics, toys, sport, animal welfare) in order to identify other COM services and Cabinets that could also be addressed for support.

[Art 4.1 (b) - privacy]



European Commission

DG Agriculture and Rural Development

Direction E – Markets and observatories

Unit E.2 – Wine, spirits and horticultural products

[Art 4.1 (b) - privacy]

B-1049 Brussels/Belgium

[Art 4.1 (b) - privacy]

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