

MORE THAN FOOD



MORE THAN FOOD CAMPAIGN IN INDIA

The **'More Than Food'** campaign is a journey crafted to help you explore the diverse and rich nature of ingredients and agricultural products from the European Union. The campaign aims to create a range of culinary experiences, bringing alive applications of European food and beverages in Indian cuisine, that promise to transport you to the picturesque and culturally rich landscape of the European Union.

Every product reflects the commitment of European producers to offer authentic, safe, high quality, and sustainable products, from farm to fork. All of this is done in accordance with the EU's high standards for production, processing, and packaging, following robust regulations with the utmost transparency, ensuring that each product is fully traceable, and its origin can be identified at any stage of production or distribution.

EU'S FOOD AND BEVERAGES VALUES

Agricultural products from the European Union are more than just food and drinks, they are stories shared and heritage passed on through generations. They are collections of flavours, bursting with character, that is traceable back to rich origins.

This range of foods bears testament to the varied climates and local growing conditions of the EU's 27 Member States. All EU Member States nevertheless share common food and farming standards, reinforced by robust and uniform food safety regulations, guaranteeing authentic, high quality, sustainable and safe products all over the world.





Authenticity

It is not uncommon to find ancient techniques to produce food and drinks still in use across different EU regions. They that reflect their local weather, cultures, and values. The tradition behind the production of European foods and beverages gives each of EU products a unique flavour and taste of history and heritage.



Safety

The food and drinks of the EU are produced, processed, and marketed in adherence to comprehensive standards for plant health, animal welfare and environment protection, which are among the strictest in the world. EU products are distinguished by their safety guarantee, that traces food and drinks from farm to table.



Quality

The traditional knowledge of local producers is combined with the most advanced technology to meet the high expectations of consumers. The European Union's esteemed product reputation is based on years of knowledge, industry standards as well as a clear legal framework that provides a guarantee of origin. With the EU's strict standards, quality controls, and commitment to preserving traditional production methods, you can trust that every bite of European food and sip of European drink delivers a superior experience. Our labels proudly signify authenticity, high quality, and adherence to stringent safety standards, ensuring that you can indulge in the very best that Europe has to offer.



Sustainability

The European Union aims to make food systems fair, healthy, and environmentally friendly. Sustainably produced EU products are the output of sustainable farming practices and leading innovations in agriculture and food science. They help preserve the ecosystems and thus are a step forward in ensuring the planet's health for us all.

The future of European gastronomy depends on a food system that is in harmony with the natural environment. Greener EU policies and standards target the entire chain of production and distribution of EU agricultural food products. Organic farming practices, including more efficient energy and water use and pesticide limitations, are a few of the ways European farmers and producers are helping to mitigate climate change and preserve nature.

EU QUALITY SCHEMES

Many EU products carry GI labels on the packaging that indicate the authenticity and special characteristics linked to their place of origin or the farming practices employed. The EU protects product names from misuse and imitation and helps consumers by giving information concerning the specific character of the products. Recognised as intellectual property, geographical indications play an increasingly important role in commercial relations between the EU and third countries.



Protected Designation of Origin (PDO)

Products registered in this category have clear and undisputed links to the place where they are produced. This means that every part of the production process, including preparation and processing, must take place in the specific region to which the protection applies. For example, more than 30 Italian extra virgin olive oils carry the PDO label, which guarantees that the oils' entire production cycle has been carried out within the particular area. Food, wines and agricultural products can be labelled PDO.

PDO-protected products span a variety of delectable offerings. For instance, there's Roquefort, the famed French cheese crafted from unpasteurised sheep's milk. Its signature blue veins, cultivated by *Penicillium* mould, infuse it with intricate and bold flavours. Another example is that of Pêra Rocha do Oeste PDO, which stemmed from trees in the Sintra region of Portugal over 150 years ago. The yellow-green skin of these pears is lightly freckled on top and blushed on the sunny side, while its flesh is juicy, sweet, and distinctively aromatic.



Protected Geographical Indication (PGI)

This label explains the relationship between a particular region and the name of the product. Unlike a PDO, it requires at least one part 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.

PGI-protected products showcase a diverse range of culinary treasures. For instance, Italy's Salame Piemonte stands out with its tender texture, delicate flavour, and a pronounced aroma of garlic and wine. Germany offers Thüringer Leberwurst, a premium liver sausage that proudly carries the PGI designation. Kraški pršut PGI comes from the Kras region of Slovenia, where the cold dry winds made it possible to dry whole hind legs of pork. Additional PGI-protected gems include Českobudějovické pivo, a beer brewed in the Czech city of České Budejovice for centuries, and Kaimiškas Jovarų alus, a naturally fermented Lithuanian beer.



The Organic Logo

The organic logo ensures additional quality, as it guarantees that production, transformation, transport, and storage respects nature, featuring elevated animal welfare standards, organic feed for farm animals, absolute prohibition of GMOs, and strict limitations to 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.

The European Union boasts an extensive array of organic products, showcasing both variety and diversity. Spain proudly presents organic hojiblanca extra virgin olive oil, a top-tier oil produced from organically farmed olives. Belgium caters to those who seek convenience and sustainability with its selection of organic frozen fruits, ensuring that consumers can enjoy frozen produce while staying true to organic principles. Additionally, Romania's organic wines have gained renown, offering a wide range of red, white, and rosé wines crafted from organic grapes, providing a flavourful alternative for wine enthusiasts with a preference for organic options.



FRUITS AND VEGETABLES



Europe has a long-standing tradition of producing exceptional fruit and vegetables. The region takes immense pride in its diverse culinary heritage and is renowned for its high-quality agricultural products. When selecting EU fruits, you can be sure that they have been harvested under favourable climate and soil. Today, one-third of all fruit orchards in the EU specialise in fruit and citrus cultivation. From the Arctic coast to the Mediterranean, from valleys to mountains, Europe's landscape is populated with a rainbow of red, green, yellow, orange, and pink fruit and vegetables.

More than Fruits

The high quality of European fruits and fruit juices makes them a source of inspiration for all those who love to cook – professional or not. The main fruit in terms of volume harvested in Europe are apples and oranges. These crops are only a small part of the range of fruit that Europe produces, which includes, but is not limited to, peaches, pears, limes, lemons, watermelons, and berries of all kinds.

More than Vegetables

The majority of vegetables produced in the EU include tomatoes (which in Europe are considered vegetables), peppers, eggplants, courgettes, cucumbers, and gherkins. Cherry, grape, round and Coeur de Boeuf are some of the 2,600 varieties of tomatoes grown in different regions and climates of Europe. There are also root, tuber, and bulb vegetables such as carrots, radishes, onions, shallots and garlic and leafy stalked vegetables such as lettuce, spinach, chicory, endives, asparagus, and artichokes, among others.

In the EU, even plants have their own travel documents. For each plant meant for cultivation/ planting, a 'plant passport' records safety checks during growing and harvest seasons. Crop rotation also plays an important role in EU Organic farming and maintaining soil and plant health. The EU incentivises farmers to use non-chemical methods to get rid of pests in their production. For all fruit and vegetables grown in Europe, the EU has set maximum residue levels for pesticides to protect consumer health.

EU quality schemes, such as PDO and PGI, further show that the fruits and vegetables from Europe are grown with love and care. So, whether you fancy sampling a Danish jam for breakfast, adding frozen berries from Poland to your dessert or topping your bruschetta with sweet cherry tomatoes from Spain, you can bask in the knowledge that their consumption is filling your body with something healthy.

OLIVE OIL



European oil is more than oil; it is a healthy and authentic flavour of Europe's Mediterranean region. Thanks to stringent production standards, Olive Oil is appreciated in Europe and beyond for its nutritional, health and sensorial properties.

The EU produces over 70% of the world's olive oil, in addition to a spectrum of oils, vinegars and sauces packed with delicious flavours, good fats and antioxidants. European olive oils are recommended in any healthy diet because they are guaranteed to be a genuine product, rich in good fats and antioxidants, and subjected to the world's most stringent safety standards. The high quality of olive oil in the EU makes it a favourite among cooks, whether amateur or professional.

Over 120 European olive oils are protected by the Protected Designation of Origin (PDO) label, meaning they all have verified ties with traditional methods of production, whether in Greece, Italy, Portugal, or Spain. New flavours of olive oil have also been produced for centuries in other EU countries such as France, Slovenia, Croatia, Cyprus, and Malta. The Kalamata Olive oil PDO, for example, is special because it is entirely produced in the region of Kalamata in Greece, using only olives which grow there. Similarly, Azeite do Ribatejo olive oil PDO is produced in the Santarém region of Portugal while Terre di Siena, is made with olives sourced from trees in Tuscany. Subtle differences in the climate where these olives are grown results in variations in the olive oil's taste as well.

Keeping up with EU's various quality schemes, olive groves represent more than 1/3 of all organic crops in Europe which ensures that consumers have the choice of best quality oils.

PORK



European pork is more than meat. Thanks to the highest standards covering every aspect of handling, from the barn to the butcher's shop, it is a high-quality and healthy introduction to Europe's gastronomic heritage.

Pork has a rich history in European cuisines, evidenced by a remarkable diversity of pork products including sausages, dry-cured hams, wet-cured hams, and a myriad of other cold cuts and charcuterie recipes.

In order to ensure that consumers are protected from any contamination in either fresh or processed meat, the EU created some of the world's most stringent safety regulations applicable to meat and poultry production and some of the world's pioneering animal welfare rules.

This high level of consumer trust is strengthened by the introduction of the concept of full traceability that guarantees the tracking and tracing of any meat product through all stages of production, processing and distribution. Labels on EU meat do not just indicate where it comes from, but clearly state organic, Halal or other certifications. Whether it is the traditional, intense, and nutty Jamón Serrano (PGI) from Spain or Meso crne slavonske svinje from Croatia, European meats stand out as an exceptional choice for any meat enthusiast, elevating the flavour of many a dish.

POULTRY



Poultry from the European Union stands out for its authenticity, quality, and safety, thanks to the strictest food production and safety regulations implemented by the EU. With a strong emphasis on animal welfare, the EU ensures that poultry products including meat and eggs are produced with utmost care and full traceability.

Europe offers a wide range of authentic and indigenous poultry products, be its renowned chickens, turkeys, or geese. These premium poultry breeds offer exceptional taste and texture, enhancing any dish it is added to. Alternatively, to infuse a taste of Europe into your favourite chicken recipes, one should consider using Coucou de Malines chicken from Belgium, turkey from Bresse in France or eggs from the Kamnik Alps region in Slovenia, renowned for its superior quality and flavour.

All animals and animal products must meet strict health requirements before they can be imported into or traded within the Union. EU rules also require farm animals to be identified so that they can be traced. All EU Member States carry out regular inspections to guarantee hygiene and animal welfare on farms. EU eggs are some of the safest in the world and are produced sustainably. The EU has taken proactive measures to significantly decrease emissions intensity for egg production since 1990, and so despite an increase in production, emissions of Greenhouse Gases (GHG) have not increased.

To ensure that consumers are protected from any contamination in either fresh or processed poultry, the EU has created rigorous production standards and traceability from farm to fork.

DAIRY AND CHEESE



EU cheese and dairy products embody tradition, authenticity, diversity, traceability, and innovation. From the first spoonful of creamy yogurt at breakfast to a delectable cheese plate at dinner, European dairy products are a staple on tables worldwide.

With robust regulations and utmost transparency, each batch of milk or dairy product produced in the EU is fully traceable at any stage of production or distribution making it easy to identify where exactly the milk came from. Well-looked-after cows produce better milk, which is why European dairy producers follow strict safety standards for animal feed, milking, stall size and grazing pastures and control the presence of hormones, contamination and more. EU labels on dairy products let authorities find clear information about the farms they were produced in. These mandatory food labels do not just tell where in Europe your cheese comes from, but also provide insights into the producers and their commitment to quality.

The expertise of local cheese and dairy producers blend traditional and innovative practices for freshness and safety. There are over 1,000 European cheeses, each distinguished by different textures and tastes, including soft, semi-soft, blue-veined, and more. Spain contributes to the tapestry of flavours with its Queso Ibores (PDO), a goat cheese infused with papaya, offering a unique blend of sweet and savoury. Smoked cheese from Lithuania tantalises taste buds with its rich, smoky notes. Slovenia presents Bovški sir, another PDO-protected gem, showcasing the region's time-honoured cheese-making traditions. These examples illustrate the incredible diversity and innovation found within the EU's cheese and dairy industry, providing an endless array of options to satisfy every cheese lover.

Organic label means prohibiting the use of hormones and restricting the use of antibiotics to only when necessary for animal health. Organic milk comes from cows, sheep and goats living in a welfare-oriented animal husbandry: outdoors in summer with access to pasture and indoors in winter when the climate is rough, with organic forage and enough space for regular exercise. European cheese producers also use much less energy for their production than those in other countries, leading to fewer energy related GHG emissions.

CHOCOLATE, CONFECTIONERIES, SUGAR AND OTHER BAKED GOODS



When it comes to chocolate, sugar and confectionery, Europe is renowned for its tradition, authenticity, quality, and remarkable diversity. Mandatory EU labelling on the wide spectrum of popular baked goods and sweets guarantee the best and safest ingredients for chocolates, pastries, and biscuits that are perfect for varied tastes and occasions.

Almost two centuries ago, the European Union introduced sugar beet as a cultivated crop and, through decades of dedicated effort, has honed and perfected the techniques for its cultivation. Now, the European Union holds the global top position in beet sugar production, with the majority of its sugar beet cultivated in the northern half of Europe. This region benefits from its cold, humid winters, which create an optimal environment for sugar beet cultivation. Today, European sugar is used as the key ingredient in producing some of world's finest chocolates, confectionery, and baked goods.

Chocolate is one of the most popular flavours in the world, and it is no exception in Europe. European chocolate follows strict safety standards, even if it is chocolate produced by a small family-run chocolate atelier. Notable examples of European chocolate craftsmanship are found in the dark chocolates from Belgium and Denmark. Renowned for their exceptional quality, these chocolates offer an intense eating experience.

Europe's unique history and diversity has led to the creation of some of the world's most iconic and well-known confectionery including the delicious Italian tiramisu, German apple strudels, Swedish Spettekaka and more. Behind many confectionery products there is a long history of culinary traditions passed on from one generation to the next. The quality is also related to the way they are produced, which results in a consistent final product. For example, cookies undergo quality and security checks, right from the ingredients to the visual checks on the final product.

The European confectionery industry is carefully regulated to ensure its quality. Even small producers are supported by industry associations and get access to the latest findings in safety research. EU regulations, codes of practice and guidance govern the production, processing, packaging, labelling, distribution, and retail of confectionery products. Today, over 12,000 European companies are active in the chocolate, biscuits, and confectionery sector.

WINES, ALCOHOL, AND SPIRITS



European wines, beers and spirits are more than alcoholic beverages, thanks to exceptional raw materials, timeless craftsmanship and unwavering safety standards.

More than wine: a journey through Europe's vineyards

Europe is the birthplace of the world's wine industry, and traditions of winemaking are proudly passed from generation to generation; they have defined European rural landscapes for centuries. Nowadays, the EU accounts for 45% of world's wine-growing areas, 65% of wine production, 57% of global wine consumption and 70% of exports, making it the world leader in each of these categories. More than 1700 European wines have PDO and PGI protections¹, whatever your preference, you will find something to delight you among the wines of Europe. Red, white, rosé or sparkling wines from Europe can help make any occasion special.

Europe – A beer lover's paradise

The EU is universally recognised as the birthplace of modern brewing and has around 8500 breweries today. The European beer – is a result of careful selection of quality raw materials – various malted cereals, converted into alcohol by yeast and flavoured by hops. From Lithuanian lagers, Pilsners, ales, porters, and Hefeweizens to the timeless German wheat beer with countless varieties to choose from, options to enjoy EU beers are endless.

Spirits: the distilled essence of Europe

Just like wines and beers – Europe has a wide selection to offer the spirit connoisseur. From Swedish aquavit (PGI) to Irish whiskey (PGI) or Trejos Devynerios Vodka (PGI) from Lithuania, spirits represent the diverse tastes of Europe, distilled in a bottle. As an aperitif before a meal, a 'digestif' afterwards or just a drink to sip and enjoy in its own right or in a cocktail, the varied subtle flavours of Europe's spirits and liqueurs are a treasure trove just waiting to be discovered.

A tradition of quality and excellence

Many of EU wines, beers, and spirits are protected by PDO and PGI labels, serving as a guarantee of their authenticity and quality. The EU provides a common legislative framework for production and labelling and the protection of geographical indications, so that consumers can enjoy them in the knowledge that they have been produced to the highest quality and safety standard.

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