



# EDITORIAL

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**Dear Readers,**

**Welcome to the second edition of the  
“More Than Food” newsletter.**

Every person has the right to know how the food they eat is produced, processed, packaged, labelled and sold. Right from specific ingredients that go into the preparation of meals to the final plate that people taste, food should be chosen wisely to create a complete experience that is rich, not only in its heritage, but also in safety. The EU is one of the world's leading producers and net exporter of versatile agri-food products. Due to its exceptional agricultural resources and its strict agri-food regulations, the EU plays a key

role in ensuring products that are safe to consume. The good news today, is that an array of safe and high-quality foods that provide the guarantee of origin from the diverse farms of Europe are now available in India!

We want you to enjoy it, as we bring a plate full of wise choices from Europe!

The Editorial Board.



**EUROPEAN UNION**



# SAFETY AT THE CORE OF ALL EUROPEAN FOOD

The central goal of the European Commission's Food Safety policy is to ensure a high level of protection of human health regarding the food industry. The food safety policy and action are concentrated

in four main areas of protection: Food hygiene, Animal health, Plant health and Contaminants and residues.

Let's deep dive into it!





# FOOD HYGIENE

European food businesses must ensure compliance with EU food law in their daily activities. All operators must have documented self-control systems in place to address the risks that may arise in their specific operations — whether it is a meat plant or a restaurant, a fruit importer or fish cannery. Farmers have also a key role in ensuring that their production complies with hygiene requirements. They are also at the start of the traceability chain.

“EU farmers are subject to the world’s most stringent standards of health and safety in terms of food production. In rising to this challenge, they have succeeded in making Europe the best address for food on the planet! Our farmers create food and drink products of the very highest quality, which is enjoyed by consumers around the world. Our guarantee of safety and quality has made us the number one agri-food exporter globally.” - Commissioner for Agriculture and Rural development



## WHAT DOES IT MEAN FOR INDIAN CONSUMERS?

Indian consumers can rely on the EU three layers control system that no other exporting country offers. “The import rules of the EU are based on international standards and offer

fair market access to our trade partners while assuring that consumers can have full confidence in the goods they buy.” – Mr Dombrovskis, Commissioner for Trade

# ANIMAL HEALTH



The EU animal health policy is the result of decades long development in the fight against transmissible animal diseases (often epidemics) and covers all animals in the EU kept for food, farming, sport, companionship, entertainment and in zoos. It protects human and animal health and welfare as well as food

safety as it is working towards high animal health status of livestock, poultry and fish by controlling animal disease outbreaks and by surveillance and eradication programmes. The EU works under the motto "prevention is better than cure".

## WHAT DOES IT MEAN FOR INDIAN CONSUMERS?

EU's animal health policy is strongly linked to the international standards of the relevant standard setting body (World Organisation for Animal Health, OIE) and the EU's obligations under the Sanitary and Phytosanitary (SPS) Agreement in the context of the World Trade Organisation (WTO). This Agreement is aimed at minimising the

negative effects of unjustified health barriers on international trade.

High safety standards for meat and meat products help deliver products of high quality. EU legislation guarantees the safety of meat at every step of the production chain – from the farm to the table of the Indian consumers.



# CONTAMINANTS AND RESIDUES

The EU has the world's most rigorous monitoring system to keep contaminants away from our food and animal feed. Maximum acceptable limits apply to food and feed products whether produced in the EU or imported into the EU. Materials that come in contact with food are also strictly regulated to

exclude any contamination. Member State authorities maintain extensive programmes of sampling and analysis from farm to fork to ensure that potential sources of contamination are identified and safe levels maintained in all stages of food production and processing.



## WHAT DOES IT MEAN FOR INDIAN CONSUMERS?

Traceability is a key principle in Europe and a practice from farm to table – if any issues are found, the products are quickly traced and immediately taken off the market.

# PLANT HEALTH



EU rules on plant health aim to protect crops, fruits, vegetables, flowers, ornamentals and forests from harmful pests and diseases

(quarantine pests) by preventing their introduction into the EU or their spread within the EU.

## WHAT DOES IT MEAN FOR INDIAN CONSUMERS?

Food safety is a top priority in Europe. It is therefore the intention of the European Union (EU) to ensure that all food produced in Europe is safe for consumers. 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, from farm to fork.



# WHAT'S COOKING?



India is a huge market for wines and spirits. Our target audience has great appetite for stories behind their drinks, especially while experimenting with something new. India's bartending community has been driving the narrative on wines and spirits and their opinion has become more valued.

To continue the momentum of conversations around the European Union's More Than Food campaign in India and to build familiarity with EU's commitment to safety, quality, authenticity and sustainability in sourcing their ingredients, a wine masterclass was organized for the members of HORECA sector (Bar and Bartender community), offering our target audience A Glassful of Europe.

The Wine Masterclass was conducted on 19th April 2022 at a restaurant named Balsa at Lower Parel in Mumbai.



The event was hosted by none other than the Master of Wine Sonal Holland. The event saw the attendance of 25 individuals, which included Sommeliers, Bartenders, Wine & Spirit Consultants, Alco-Bev Professionals amongst others.

Through the course of the evening, with her experience, Sonal built familiarity with some facts and highlights on interesting wine stories, details on production, quality, authenticity, safety and sustainability, known and lesser-known wines from the EU, different varieties of wines from different member states and different food pairings.

By bringing alive the flavours of Europe for the Indian palette, A Glassful of Europe, presented to the audience, its rich heritage of European Wines.

*Source - Food Safety (europa.eu);  
[https://more-than-food-india.campaign.europa.eu/document/download/bfb056dd-66d2-455f-b909-69f918a02426\\_en?filename=Ensuring\\_food\\_is\\_safe\\_EN.pdf](https://more-than-food-india.campaign.europa.eu/document/download/bfb056dd-66d2-455f-b909-69f918a02426_en?filename=Ensuring_food_is_safe_EN.pdf)*

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