



**MORE
THAN
FOOD**



EUROPEAN UNION

**ENJOY
IT'S FROM
EUROPE**



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 and that promises to transport you to the picturesque and culturally rich landscape of the European Union.

Every product reflects the commitment of European agricultural producers to offer authentic, safe, 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 agricultural 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, heritage passed on through generations. They are collections of flavours, bursting with character that is traceable back to rich origins.

The range of foods that result bear testament to the varied climates and local growing conditions of the EU's 27 Member States. They are also the products of an EU food culture that is built around quality and tradition, with an emphasis on genuine and unique ingredients that are subject to rigorous regulations at every stage of their production, processing and packaging.

All EU Member States share food and farming standards, reinforced by robust food safety regulations, guaranteeing authentic, high quality, sustainable and safe products all over the world.



Authenticity

Each EU country or region has employed ancient techniques to produce food and drinks that reflect local weather, cultures, and values. The tradition behind the production of olive oil, drinks such as wine and spirits, fruits and vegetables, dairy, and meat of the European Union gives products a unique flavour.



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 ingredients 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 the guarantee of origin. The diverse geography, weather, and history of European countries have produced unique food and drinks that results in a variety of colours, tastes, smells, and textures.



Sustainability

The Farm to Fork Strategy, 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, and they help preserve the ecosystems and thus are a step forward to ensuring the planet's health for us all.

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.

EU QUALITY SCHEMES



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 a particular area. Food, wines and agricultural products can 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 at least one part of the production, processing, or preparation of the product to take place in the region to which the indication applies. Geographical indications support local economies by giving added value and better prices to registered names. 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.



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.

OVERVIEW OF KEY EU FOOD CATEGORIES IN INDIA



Cheese and Dairy

The EU registered over 258 varieties of cheese and dairy products in a database of protected geographical indications*, guaranteeing their authentic character

With robust regulations and utmost transparency, each batch of milk or dairy product produced in the EU is fully traceable, meaning that at any stage of production or distribution it is easy to identify where exactly the milk came from. Thanks to these and many other stringent EU safety regulations, European milk is more than milk: it is a product whose safety you can trust.

European cheeses are iconic and known worldwide. Every country in the European Union boasts its own traditional cheeses: an astonishing parade of flavours, textures and sizes. Altogether there are at least a thousand varieties – some with

histories dating back centuries, others relatively new.

European cheese may come from a large factory, a small farmers' co-operative or even an individual farm. Whatever the source, it will have been produced safely and in a way that protects animal health and respects the environment. The EU's reputation depends on doing things right: it's no coincidence that five out of the top ten global dairy companies are European.

*<https://ec.europa.eu/info/food-farming-fisheries/food-safety-and-quality/certification/quality-labels/geographical-indications-register/> EUR-Lex - 52003DC0064 - EN - EUR-Lex (europa.eu)



Pork and Poultry

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

Rich in essential nutrients, great-tasting European pork helps maintain a balanced diet rich in protein, zinc, iron and B vitamins. European poultry is an important part of European agricultural production.

EU meat products are traceable from farm to fork, thanks to high-quality control and certification standards. This also means that contaminated products are quickly removed before reaching shop shelves. 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. The cornerstone of this safety mechanism is animal traceability: an assurance that individual animals are registered, and products made of their meat are immediately traceable to the source.

All EU Member States have in place a system for identification and registration of terrestrial animals in order to facilitate effective disease prevention and control. On top of that, EU Animal Health Law ensures that all farm animals in the EU are kept in good health. All these provisions are systematically enforced by sanitary controls at every level, from farm to fork.





Fruit and Vegetables

European fruit and vegetables are more than just fruit and vegetables – they are a healthy source of vitamins and minerals and are used as ingredients in many of the authentic recipes waiting to be recreated in India

European farmers are required to follow an established set of good agriculture practices, and many choose to apply certified production methods. Growers and traders are incentivised to ensure that their products are safe: they are in fact responsible for meeting all relevant food safety measures both at farm and processing level. Furthermore, in response to consumer demand, non-organic farmers are also making decisive steps to reduce pesticide use. Finally, products are systematically controlled at different steps of the supply chain, building safety and trust.

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.

Vegetables are an important staple in Europe. The authenticity and quality of these vegetables is protected by geographical indicators. EU produced vegetables include: tomatoes, which in Europe are considered vegetables, peppers, eggplants, courgettes, cucumbers and gherkins, along with 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, and many more. The list of vegetables produced in the EU also includes fresh pulses - mainly peas and beans – and brassicas, which include cabbages, cauliflowers, Brussels sprouts, broccoli and so on.



Wines and Spirits

European wines and spirits are more than wines and spirits. Thanks to outstanding raw materials and traditional methods of production, regulated by strict safety standards.

More than wine: a journey through Europe's vineyards

Red, white, rosé or sparkling wines from Europe can help make any occasion special. More than 1700 European wines have PDO and PGI protections*, whatever your preference, you will find something to delight you among the wines of Europe. The EU accounts for 65% of the world wine production, it has around 8500 breweries and is widely agreed to be the birthplace of modern brewing.

Spirits: the distilled essence of Europe

Just like wine – Europe has a wide selection to offer the spirit connoisseur. From Swedish aquavit (PGI), Polish vodka and Irish whiskey (PGI) to Dutch Advocaat or Riga Black Balsam from Latvia, 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

EU wines are divided into two quality categories - table wines and a slightly more premium quality wines produced in specified regions, many of which are protected by PDO and PGI labels, serving as a guarantee of their authenticity and quality. For spirits too, the EU provides a common legislative framework for their 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 standards.



*<https://ec.europa.eu/info/food-farming-fisheries/food-safety-and-quality/certification/quality-labels/geographical-indications-register/> EUR-Lex - 52003DC0064 - EN - EUR-Lex (europa.eu)



Olive Oil

European olive oil is more than olive oil, it is a healthy and authentic flavour of Europe's Mediterranean region and, thanks to stringent production standards, is of extremely high quality

The EU is the leading global producer of olive oil, and the Mediterranean region of Europe in particular has a rich history of creating high-quality olive oil. Both the warm climate and geography provide ideal conditions for growing olives that are rich in flavour, making the region a well-known and trusted producer.

Many regionally produced olive oil products are marked with "Geographical Indications" (GIs) in order to protect the authentic production methods and prove their quality. As of 2015, five EU Member States, notably France, Greece, Italy, Portugal and Spain registered a total of 90 different "Protected Destination of Origin" (PDO) and "Protected Geographical Indication" (PGI) olive oils*. They reflect Europe's rich history of olive oil production and the great variety offered by the Mediterranean region.

The manufacture of olive oil in Europe has been perfected over centuries, and whilst the overall method is common to the Mediterranean region, variations and subtleties, individual to growers and Member States, exist. The process begins

with the pruning of the olive trees, to produce the best selection of olives, which are then collected from the tree or the ground. Once picked, the olives are washed and prepared for crushing, traditionally done with large stones, these have been replaced by steel blades in modern production. The resulting paste is then 'macerated' to release the oil droplets, and spun in a centrifuge to extract both the resulting oil and water.

The high quality of European olive oil is guaranteed by robust rules on traceability, ensuring that every batch of olive oil can be easily traced back to exactly where it was produced. This is further reinforced by a stringent control system and well-defined marketing standards, covering exact parameters and analytical methods as well as labelling requirements. Many olive oil producers in Europe have also chosen to grow their olives according to organic production standards.

Like the subtle differences in regional climate and production, olive oil also varies in taste.

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