

ECI DAY 2025

SESSION

Empowering the European Citizens' Initiative: Strengthening Support across Member States

Tuesday 18 March | 11:15 – 12:30

(1) Shortly present your ongoing ECI : (title, objectives, etc.)

Title:

[STOP FAKE FOOD: ORIGIN ON LABEL](#)

Objectives:

We call for European consumers to have access to transparent information about the food they buy and for their expectations in terms of high quality and sustainability standards to be met.

We also call for the origin of all products entering the common market to be clearly and explicitly indicated and for those products to meet the environmental, health and labour standards applicable in the internal market, in order to protect consumer health and the planet.

With this ECI, officially launched the last 21stSeptember 2024, we are asking the Commission:

1. The revision of the Union Customs Code's last processing criterion and of the place of provenance.
2. Compliance with the principle of reciprocity, to prohibit imports of food processed using substances and methods banned in Europe.
3. An increase in border checks on food entering at European and national borders to stop the food scams that harm farmers and consumers; and
4. The extension of the indication of the Country-of-origin labelling requirement to all food products, to prevent fraud, protect public health and guarantee consumers' right to information.

State of play:

To date, more than 260.000 signatures collected and awareness-raising campaigns starting in several EU Countries together with the support of other partners at Member State level.

(2) Give examples of and/or ideas for getting support across Member States and the strategies you use in this regard (working together with civil society organisations, local and regional authorities, economic and social councils, any other stakeholders)?

We are developing partnerships at Member State level with farmers organisations, consumers' organizations and other NGOs, including National and local authorities, in order to raise awareness on the objectives of the ECI and collect signatures, both online and on paper forms.

In Italy, as Coldiretti, we launched a campaign to raise awareness and collect signatures among both Italian farmers and citizens: to this purpose, we placed digital signatures collection stations in our local offices and stands in farmers markets, where farmers can directly meet citizens and explain the goals of our initiative.

We are also promoting the initiative through social media and newsletters to maximise the dissemination of our ECI among EU citizens.