



## ECJ ruling C/2023/744

**Brussels, 4 October 2024**

The EAPF welcomes the European Court of Justice (ECJ) ruling in C/2023/744, which prevents Member States from imposing their own restrictions on plant-based food labelling unless strict conditions are met. The ECJ decision, which originated from a French attempt to ban meat-related terms for plant-based foods, recognises that current EU law already offers sufficient consumer protection, making additional national regulations unnecessary.

Importantly, the ruling clarifies that EU member states cannot prohibit terms like "steak," "burger," or "sausage" for plant-based products unless these countries officially define legal names for such terms. However, establishing such legal definitions would be complex and impractical, given cultural and linguistic differences across Europe, which could lead to market disruption and consumer confusion.

By upholding clear and uniform standards, the ECJ ruling supports a level playing field for both traditional and plant-based sectors, facilitating growth, innovation, and sustainability in the agri-food sector across the EU.