

How much labeling does the EU need?

Multifunctional ORGANIC labeling versus **single issue** concepts

like ECO and Animal Welfare labeling

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Some ORGANIC labels and ECO labels



Consumer perspective

- Labeling must be clear, transparent and easy to understand
- Organic-biologisch-ökologisch agriculture and food concept may not be confused by ECO-sustainable
- Organic has to be recognized and strengthened as best multi-tasking sustainable agriculture and food concept