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Working Party on Standardization of
Perishable Produce and Quality Development

Specialized Section on Standardization of Meat
10th session, 25-27 April 2001, Geneva

Item 6 of the provisional agenda

UN/ECE Trade Mark For Meat

Transmitted by the United Kingdom and the European Community

Note by the secretariat : The following document has been reproduced as received from the United Kingdom and the European Community.

UN Logo/Trade Mark

This is potentially extremely complex. Perhaps our (UK & EU) position should be that the areas within the General and Bovine Specific sections are already adequately covered through EU legislation and enforcement.

Other areas such as specific classification / grading, traceability, organic and labelling are, within the EU subject to a rigorous legislative regime.

Given these factors and the current growth in producer and retailer branding an additional UN brand could well add confusion to an already confused market place.

A UN stamp or logo could also give consumers the impression that it is a 'food aid' type product.