



INSTITUT NATIONAL  
DE L'ORIGINE ET DE  
LA QUALITÉ



# Label Rouge (Red Label)

## Guarantee of superior quality

**Label Rouge (Red Label)** is a **national sign** for products of superior quality in comparison to other comparable marketed products, due to the production conditions governing their creation.

In this case, quality refers to a range of properties and characteristics of a product and its ability to meet implicit or explicit requirements.

In addition to the **sensory characteristics** of a **Red Label product** and consumer perception thereof, superior quality is founded on:

- **Conditions of production, which differ from the conditions of production for similar marketed products,**
- **product image in terms of its conditions of production,**
- **presentation or service elements.**

Products that can benefit from **Red Label** status include food products and unprocessed agricultural products (not foodstuffs).

**Red Label** is open to all products, whatever their geographical origin (including outside the EU).

Every stage of the production and preparation of a **Red Label** product must meet the requirements set out in the **specification** validated by INAO, and **approved** by an inter-ministerial order published in the Official Journal of the French Republic.

Controlling compliance with these requirements and product traceability is the responsibility of an independent certification body that follows guidelines set out in an **INAO-validated control plan**.

The quality of the superior taste of a product is followed up over a period of time, by means of **sensorial analysis and organoleptic testing processes** that compare the **Red Label** product with the standard product.

A **Red Label product** may simultaneously benefit from PGI (Protected geographical indication) or TSG (Traditional speciality guaranteed), but not an appellation of origin (AOC/AOP Controlled/Protected designation of origin).

### IN THE BEGINNING...

The Agricultural Orientation Law of 1960 **launched agricultural product labels**. This law has been initiated by a group of poultry farmers concerned with the raising of livestock in compliance with local traditions and willing to provide their customers with a guarantee of quality within the context of the industrialisation of agriculture. A decree passed on the **13<sup>th</sup> January 1965 approved the Red Label sign**. On the very same day, poultry from the Landes region in France obtained the first Red Label in food history. In **1966**, pink garlic from Lautrec region was the first Red Label for the fruit & vegetable sector. In **1983**, **obligation to use the Red Label logo status was established**.

### KEY FIGURES (2015)

**425** products obtained this quality sign.

Turnover of over **1,4 billion** Euros;  
**685 million** Euros from poultry, eggs and foie gras;  
**516 million** from meat and charcuterie products;  
**94 million** from seafood.

### LEGISLATION

- Rural and Maritime Fisheries Code, articles R.641-1 to R. 641-10