



Label Rouge

Website: http://www.poultrylabelrouge.com/012_volaille_LR.php

Based in: France **Type:** Standard Setting Body*; For-profit
(*Focused on quality, not environmental concerns)

Certification process: Unknown

From the Label Rouge **Website:** “Label Rouge certifies that foodstuffs or unprocessed, non-food farm products ‘have special properties that establish a superior level of quality, resulting in particular from the way they are produced or manufactured in compliance with a specification that distinguishes them from similar commonplace products and foodstuffs’ (article L.641-1 of the French Rural Code).”

What they certify:

- | | | |
|---------------|---------------------------|-------------------------|
| • Produce | Seafood | (some non-food products |
| • Poultry | Meat (cattle, pigs, lambs | included) |
| • Rabbits | etc) | |
| • Dairy | Other Fresh and | |
| • Cured Meats | Processed Products | |

Certifying aquaculture products since: 1960

Aquaculture standards overview:

Label Rouge only analyzes products with food quality standards. The largest concerns are appearance, weight, color, taste, freshness, and traceability. The manner in which animals are raised affects how they taste, so other standards may have to be met in order to gain the Label Rouge, but are not available to the public.

- Feed: salmon must be fed according to national regulations; in-feed colorants permitted (limited)
- Stocking Density: no more than kg/m^3 max in cages

Miscellaneous information: Label Rouge certifies approximately 45,000 producers and 500 products of meat, poultry, and fish, a sector that could stand alone as a 1.4 billion euro industry.