Marca España is reinforced by the new Law for the Defense of Food Quality

This standard of basic character, widely demanded, give uniform treatment to all operators in the food industry, regardless of its territory. In this way, the law will help to drive market in the field of quality control and defense against food fraud, as well as competitiveness, transparency and clarity in the food sector, as well as protect the rights of operators food industry from unfair competition.

At the same time, this standard establishes effective, proportionate and dissuasive sanctions, in order to curb food fraud, in line with the mandate of the European Union on this issue.

Besides the official control, the new law incorporates and organizes other forms and control instruments, such as traceability and self-control, both individually and as performed by industry associations, which value is placed on the provisions of Community law to food.

The law also provides for an information system to learn and tackle food fraud by the competent authorities, both nationally and in Spain's relations with the European Union and the other Member States.

The law contains control procedures and sanctions to be fulfilled by operators in case of inspections conducted in their establishments. This involves giving them greater legal certainty, since companies will be treated in the same way throughout the national territory, which contributes to a unified market in the field of quality control and defense against food fraud.

Moreover, this law will facilitate innovation and the development of new responsible companies in Spain, which guarantees consumers the acquisition of quality products.

Source: Magrama