

**Question for written answer E-003232/2014  
to the Commission**  
Rule 117  
**David Casa (PPE)**

Subject: Transatlantic Trade and Investment Partnership (TTIP)

Yet another obstacle for the Transatlantic Trade and Investment Partnership (TTIP) was highlighted in a report recently published online. This time, the conflict involves consumer confidence in both American and European farm products.

It seems that EU laws which ensure that products' names accurately depict their origins represent a source of potential problems for American producers, who would be forced to change their products' names.

Senators and producers of farm products in the US are arguing that changing their products' names would lead to a loss of consumer recognition of, and confidence in, their brands<sup>1</sup>.

What suggestions, if any, has the Commission made on how to best address this issue so that it does not hinder the trade negotiations?

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<sup>1</sup> <http://www.euractiv.com/cap/us-senators-shocked-eu-cheese-na-news-534077>