



MEDIA KIT ON THE EU CAMPAIGN FOR THE OUTERMOST REGIONS LABEL OF THE EUROPEAN UNION

## The Outermost Regions of the European Union and their quality label

### The Outermost Regions of Europe (OMR)

Despite their geographical distance from continental Europe, the outermost regions (OMRs) of Europe are part of the European Union. They currently include nine regions: Guadeloupe, Martinique, French Guiana, Mayotte, Réunion and Saint-Martin (France), the Azores and Madeira (Portugal) and the Canary Islands (Spain). A total of one percent of the European population lives in these OMRs on an area of around 3 percent of the EU. The OMRs provide EU countries with agricultural products such as bananas, tomatoes and grapes. Their gross domestic product is 66 percent of the EU average.

These territories are subject to the standards and laws applicable in the EU and offer unique potential and advantages that European citizens can benefit from. Their special location makes them a strategic bridge for the development of economic relations.

### The OMR label

The OMR label serves as an icon and symbol of the outermost regions of Europe. It shows the sun (yellow circle), the sea (blue wave) and the tradition of agriculture (green wave). Different variants of the OMR label exist, with each OMR region having their own colour and language version.





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The label identifies products from the OMR as high-quality products of European origin. This is the case with bananas from Guadeloupe, Martinique, Canary Islands and Madeira. For example: Bananas bearing the OMR label meet EU standards regarding respects of social and environmental rules, sustainable production as well as health aspects. They are grown using traditional cultivation methods, taking local biodiversity into account, and are 100 percent traceable. This puts them in line with contemporary consumer demands concerning healthy nutrition, sustainable consumption and the clear conscience associated with these aspects.

The OMR label is the only official, joint quality label to enable the identification and recognition of products from the outermost regions of Europe. It is designed to help increase their competitiveness in the European market, especially vis-à-vis non-European bananas.

At the same time, the OMR label is a sign of appreciation for local production and encourages local farmers to maintain and improve their quality levels.

*Find more info on [www.exotictasteofeurope.eu](http://www.exotictasteofeurope.eu).*

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