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FAC NEWS

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FAC Review of the use of the terms Fresh, Pure, Natural etc in Food Labelling 2001

The Food Advisory Committee (FAC) today published the results of its review of the use of the terms fresh, pure, natural etc in food labelling.

The publication of this report is the culmination of a process which began in October 1998 when the Committee considered whether there was a need for improved guidance on the use of the term 'fresh', following press reports at the time that consumers were being misled. On the basis of the Committee's recommendation for further research on consumer attitudes to labelling, the Ministry of Agriculture, Fisheries and Food commissioned a survey in relation to this issue. The survey report was published in February 2000.

At its meeting in March 2000, the Committee discussed this issue in the light of the survey results. It was agreed that additional guidance from the Committee on appropriate use of terms such as 'fresh' and 'pure' would be useful. The Committee also agreed to review existing guidance on the use of the term 'natural'. A sub-group of the Committee, chaired by FAC member Neville Craddock, was set up to draw up this guidance. The Review has also been considered and commented on by the full Committee prior to publication.

Apart from FAC guidance on 'fresh', 'pure' and 'natural', the Review includes guidance on other food labelling terms such as 'traditional', 'original', 'authentic', 'home-made', and 'farmhouse'. The published Review has been forwarded to the Food Standards Agency to be fed into their ongoing Food Labelling Review.

A copy of the report has been sent out to all those on the FAC mailing list together with a covering letter. However, if you are not on the mailing list or wish

to receive further copies, these can be obtained free of charge either from the FAC Secretariat or by contacting our mailing house at:

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Notes

1. The Food Advisory Committee's Terms of Reference are:

“To advise the Board of the Food Standards Agency on any food safety and standards issues and to assist with the development of the Agency's strategy and future work programme as the Board may require.”

2. The Committee comprises a chairman and fifteen members appointed for their personal expertise and not to represent a particular interest. The Committee's main task is to review and prepare reports on all matters within its terms of reference and where necessary to make recommendations for legislation. The Committee reports to the Food Standards Agency.

3. FAC Press Releases issued from January 1997 to March 2001 are available via the Internet through the Agency website:

www.foodstandards.gov.uk/committees/fac/summary.htm

Paper copies of these and earlier Press Releases are available from the FAC Secretariat at:

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4. Minutes of FAC meetings from October 1997 onwards are available, free of charge, from the same address. Copies of Committee papers from December 1997 onwards are also available on request.

5. **FAC MEMBERSHIP**

Professor Sir Colin Campbell (Chairman) DL LLB FRSA CIM
Vice-Chancellor, University of Nottingham

Mr Roger Manley (Deputy Chairman) OBE FITSA
Formerly County Fair Trading and Advice Officer, Cheshire County Council

Mrs Matti Alderson BA FRSA FCAMF
Managing Director, Firehorses Ltd

Mr Neville Craddock MA (Cantab) FIFST.
Group Regulatory and Environmental Affairs Manager, Nestlé UK Ltd

Mrs Dorothy Craig MBE JP BSc
Chairman, Food and Agriculture Working Party of Consumers in Europe Group

Dr Maureen Edmondson BSc PhD FIFST
Formerly International Scientific Affairs, Mars Incorporated

Professor Catherine Geissler BDS MS PhD
Professor of Nutrition, Department of Nutrition and Dietetics, King's College, University of London

Dr Catherine Humphries BSc PhD FRSC CChem FIFST
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Dr Chris Llewelyn BA(Hons) MA PhD
Head of Research and Consumer Policy, Welsh Consumer Council

Dr Charles McDonald BSc PhD MChemA CChem FRSC FIFST FCIWEM MBA
City Analyst and Depute Director of Legal and Environmental Services, Glasgow City Council

Professor Alan Malcolm MA DPhil FIBiol FIFST
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Mr Tom Miller BSc FIFST FRSH FHCIMA FRIPHH
Director of Food Regulatory Affairs, Whitbread plc

Professor Christopher Ritson BA(Econ) MAgrSc
Dean of the Faculty of Agriculture and Biological Sciences, University of Newcastle-upon-Tyne

Professor Susan Shaw MA (Cantab) FCIM
Deputy Principal and Professor of Marketing, University of Strathclyde

Mr Philip Strachan MA (Cantab) FIFST FRSA
Food industry consultant

Professor Frank Woods CBE BSc BM BCh DPhil FIFST Hon FFOM FRCP (Lond and Edin)
Sir George Franklin Professor of Medicine, Division of Molecular and Genetic Medicine, University of Sheffield