

EC's Food Information Proposal - Labelling for the Future?

Labelling Standards and Allergy
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Structure of this presentation

- **Background**
- **Scope and Content**
- **What happens next**
- **Your role**



Problems

- Legislation is out of date
 - originates in 70's
 - Markets have moved on
 - Consumer expectations change
- As a consequence –
 - Amended numerous times
 - Need for simplification



More Problems

Label Clarity

- Over crowding of labels
- Consumers find labels hard to read/use

Increased Consumer demand

- life style choices - Environmental, Animal Welfare etc.

-Potentially misleading labelling

- Country of origin
- Marketing descriptions



New proposal



EC Review

- Commission announcement of Review (General and Nutrition Labelling)
 - Feb 2006
- Discussed at Commission Experts' Group level
 - Nov 2006-October 2007
- Draft proposal for a New Regulation
 - January / February 2008
- Co-decision (European Parliament/Council)
- New directly applicable Regulation
 - in place by 2010?



Preamble

- Impact assessment
- Explanatory memorandum
- Q&As
- 50+ recitals (‘whereas’ clauses)



EU Regulation For Food Information

Contents

- 1. General provision**
- 2. General principles**
- 3. Responsibilities on food business operator**
- 4. Mandatory information**
- 5. Voluntary information**
- 6. National provisions**
- 7. Development of national schemes**
- 8. Implementing, amending and final provisions**



Annexes

1. Specific definitions
2. Allergens
3. Foods requiring additional labelling
4. Exemptions from mandatory nutrition labelling
5. Name of food and accompanying particulars
6. Indication and designation of ingredients
7. QUID
8. Net quantity declaration
9. Date of minimum durability
10. Alcoholic strength
11. Reference intakes
12. Conversion factors
13. Expression and presentation of nutrition declaration



General provisions

- **Scope**
 - All stages of food chain
 - All food intended for final consumer, including mass caterers
- **Definitions**



General principles

- Free movement of goods
- Consumer protection
- Governing principles
 - Character of food
 - Safety
 - Informed choices
- Needs of consumers



Responsibilities food business operators

The information accompanying the food should be:

- Fair
- Not misleading
- Not give food properties or effects it doesn't possess (eg preventing, treating or curing a disease)
- Accurate and easy to understand
- Include advertising and presenting of food
- A series of responsibilities on the fbo



Mandatory food information

- name of the food;
- list of ingredients;
- allergens
- the quantity of certain ingredients
- the net quantity of the food;
- ‘use by’ date;
- any special conditions storage or use;
- name and address of the manufacturer or packager;
- the country of origin or place of provenance
- Alcohol strength
- A nutrition declaration



General principles

- Presentation (at least 3mm if $<10\text{cm}^2$)
- In same field of vision
- Less requirement for distance selling
- Language requirements
- Further detailed provisions



Nutrition declaration

Mandatory declaration of:

- Energy,
 - fat,
 - saturates,
 - carbohydrates with specific reference to sugars; and
 - Salt
- on front of pack (not necessarily as GDAs nor as TL)
 - Exemption for alcoholic drinks



Voluntary nutrition labelling

- trans fats;
- mono-unsaturates;
- polyunsaturates;
- polyols;
- starch;
- fibre;
- protein;
- any of the minerals or vitamins



Nutrition labelling

- Calculated values or Analysis
- expressed
 - per 100 g,
 - per 100 ml, or (in certain circumstances)
 - per portion (as defined by the Commission)
- Additional forms of expression that helps consumer understanding
- Based on harmonised reference values or accepted scientific advice on intakes
- Graphical forms may be used as part of a national scheme
- Supported by evidence



Voluntary information

- Country of origin
 - New rules
 - Country of origin
 - Provenance
 - Must comply with regulation



National provisions

Justified on the grounds of

- the protection of public health;
- the protection of consumers;
- the prevention of fraud;
- the protection of industrial and commercial property rights



National provisions

- Use of glass milk bottles
- Some alcoholic drinks
- Non-prepacked foods
 - Loose
 - Prepacked for direct sale
- Notification to Commission
 - SCoFCAH



Development of national schemes

- Non-binding
- Supplementary
- Compliant with general principles
 - As a result of sound consumer research
 - After extensive consultation
- Monitoring
- Information exchange encouraged (using the Advisory Committee on the Food Chain Animal and Plant Health)



Implementing provisions

- 3 years after coming into force
- 5 years for nutrition labelling for micro business.



Commission proposal

Next Steps

- Commission draft proposal
 - End January / February 2008
- Council Working Group meetings
 - Start March 2008
- Co-decision with European Parliament
 - Environment Committee



FSA Activity

- Consultation (now)
 - Launch
 - Dialogue with stakeholders
 - National debate
- Board discussion (May)
- Negotiating positions
- Renewed impact assessment
- Further consultation



Stakeholder engagement

- Interested Parties letters
- Ad Hoc meetings/briefing as required
- Website + email
- Meetings, presentations etc.
- Dialogue
- Trade associations
- Consumer groups



What now?

Now

- Questions
- Initial views
- Initial positions

Consultation

- Problems
- Unforeseen consequences
- Improved impact assessment
- Evidence



Q&A



Always Read the Label!

