
Provision of Food Information to Consumer

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Proposal for new Regulation

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The European Commission's proposal

- ▶ In February 2008, the Commission submitted to the European Council and the European Parliament a proposal for a Regulation on the provision of food information to consumers.
- ▶ The proposal was one of the measures announced in the White Paper on a Strategy for Europe on Nutrition, Overweight and Obesity related health issues.



The European Commission's proposal

- The proposal presented by the Commission aims to update the legislation applicable to food labelling in general and to nutrition labelling in particular
 - *Merging into a single Regulation the two Directives in force (2000/13/EC and 90/496/EEC)*
- Concerning general labelling, the proposal lays down common labelling requirements applicable to all foods to be delivered to the final consumer and to foods supplied to mass caterers



Major labelling changes proposed by the Commission:

- **Nutrition labelling** should become mandatory
- The indication of the **country of origin or place of provenance of a food** is voluntary, but if failure to give such information might mislead the consumer, it becomes mandatory
- To improve the legibility of the information provided to consumers, the Commission proposed a **minimum font size for the mandatory information**



Major labelling changes proposed by the Commission:

➤ Commission

- Stated in the principal field of vision
- Mandatory for Energy, Fat, Saturates, Carbohydrates (with specific reference to Sugars) and Salt expressed per 100 g / 100 ml or per portion (other nutrients may be declared voluntarily)
- Those 6 elements also declared in relation to their Guideline Daily Amounts/Reference Daily Intakes

Calories	Sugar	Fat	Saturates	Salt
69	1.8g	5.2g	3.4g	0.5g
3%	2%	7%	17%	8%

➤ European Parliament:

FOP: Energy value, fat, saturates, sugars, salt,

BOP: Energy value, fat, saturates, sugars, salt, the amount of proteins, carbohydrates, fibres, natural and artificial trans fats.

➤ Council:

- BOP + FOP repetition possible
- Nutrients still discussed: Mandatory 7 (Energy, Fat, Saturated Fat, Carbohydrates, Sugars, Protein, Salt)



Consequence: These might move on the front of the pack

Sunpride
Capture the Flavour

If you're unhappy in any way with your Sunpride juice we'd like to put things right. Write to our Sunpride Customer Service Team at
The Gerber Juice Company Ltd., Mallard Court, Express Park, Bridgewater, Somerset TA6 4RN.

We guarantee a refund if contents are not satisfactory. Your statutory rights are not affected.

NUTRITIONAL INFORMATION

	Typical values per 100ml	Typical values per 200ml
Energy	198kJ / 46kcal	396kJ / 92kcal
Protein	0.5g	1.0g
Carbohydrate	10.4g	20.8g
of which sugars	10.4g	20.8g
Fat	Trace	Trace
of which saturates	Nil	Nil
Fibre	0.0g	0.0g
Sodium	0.0g	0.0g
Vitamin C	25mg (42% R.D.A.)	50mg (84% R.D.A.)

*RDA means Recommended Daily Allowance

Each 200ml serving contains

Calories	Sugar	Fat	Saturates	Salt
92	20.8g	Trace	0g	0g
5%	23%	<1%	0%	0%

of an adult's guideline daily amount

Een glas bevat 200ml

PER GLAS

110
kcal

açai & passionfruit
PowerFruit

Vruchtensap uit geconcentreerd vruchtensap, met toegevoegde vitamine C en E.

Ingrediënten: Vruchtensap uit geconcentreerd vruchtensap (druif, appel, kers, açai 5%, passievrucht 4%, citroen), vitamine C en E.

Een glas bevat 200ml

PER GLAS

110
kcal

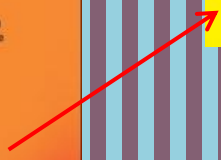
Voedingswaarde per 100 ml:

Energie	229 kJ / 55 kcal
Eiwit	0,2 g
Koolhydraten	12,5 g
waarvan suikers	12,3 g
Vet	0 g
waarvan verzadigd vet	0 g
Voedingsvezel	0,3 g
Natrium	0,002 g
Vitamine C	18 mg*
Vitamine E	3 mg*

* = 30% van de aanbevolen dagelijkse hoeveelheid

ij CoolBest weten we dat een gezonde levensstijl en voeding belangrijk zijn. 1 glas CoolBest Powerfruit açai & passionfruit bevat 60% van de aanbevolen dagelijkse oeverveelheid vitamine C en E. Vitamine C en E zijn belangrijke antioxidanten.

wallet waar we trots op zijn an CoolBest wordt uiterste zorg besteed. Heeft u agen of opmerkingen, bel of schrijf dan gratis naar i-land Foods Consumentenservice 008-0221622 (werkdagen 9.00 - 17.00) hwoordnummer 2005, 6710 VA, Ede mail ons via www.coolbest.nl





Major labelling changes proposed: Significant amount

➤ Council:

Reference intakes for vitamins and minerals – significant amounts (Annex XI)

The Member States agreed on:

- i. 15% RDA supplied by 100g or 100ml (liquids other than drinks – such as oil, vinaigrette)
- ii. 7,5% RDA supplied by 100ml for drinks (e.g. tetra pack of 1l orange juice)
- iii. 15% RDA supplied by portion if drinks presented in individually pre-packed portions (e.g. tetra pack of 250ml orange juice).



Major labelling changes proposed: Country of origin/place of provenance

➤ **Commission**

- This indication remains voluntary
- But if the information accompanying the food implies that the food has a different place of origin the labelling becomes mandatory
- In addition, if the origin of the primary ingredient(s) differs from the indicated origin, the origin of that ingredient must be stated as well.

➤ **European Parliament:**

- Complete revision of the origin labelling: meat, poultry, dairy products, fresh fruit and vegetables, other single-ingredient products, + meat, poultry and fish (when used as an ingredient in processed foods).
- + Impact assessment and feasibility

➤ **Council:**

- Some MS request origin labelling for primary products (all meats and fruits and vegetables, principal ingredients, characterising (primary) ingredient etc).

Major labelling changes proposed: Legibility

➤ Commission:

- A measurable rule consisting in establishing a minimum font size of 3 mm for the mandatory information * is being proposed

- Besides font size, it is necessary to ensure a significant contrast between the print and the background.

* Product name, list of ingredients, QUID, net quantity, min.durability date, special storage conditions, name and address of manufacturer or packer or sales agent if not in the EU

➤ European Parliament:

- No mandatory font size
- Definition of legibility + guidelines

➤ Council:

- Mandatory font size: 1,2 mm or 0,9 mm based on the 60cm² of printable area reference



Origin labelling

- AIJN developed a position paper in which it strongly opposes any compulsory labeling of origin for processed products.

Arguments: Fruits are by their very nature products that undergo fluctuations, and their availability and supply depend on various aspects:

- Climate and extreme weather changes which effect the increase of crop failures
- Quality which is highly dependable on geographical area, season conditions, outbreak of diseases, etc.
- Prices due to international market speculation, information exchange, currency volatility, as well as rising costs of energy, steel and sea freight.

Therefore in order to maintain product consistency, supply sources and juice blends are frequently changed. This is why juices are sourced from a variety of countries all around the globe. Mandatory origin labeling would therefore likely lead to disproportionate administrative costs and burden while not providing real consumer benefit. In our opinion, off-label information (e.g. through websites) would be a far more helpful way of providing information.

Origin labelling

- **Example of raw material sourcing used by AIJN in lobbying EP & Council:**

Apple juice

Average quantity of production in Germany of the past 5 years: 1 billion litres, thereof approx. 500 million litres locally produced

Minimum quality requirements are regulated by law

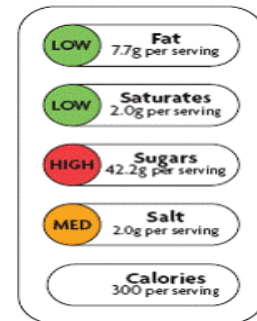
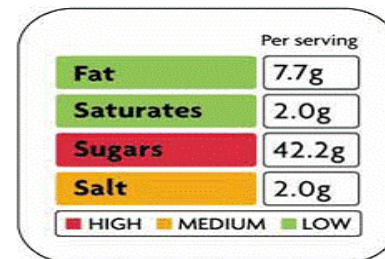
Acidity is an essential aspect in order to meet the taste expected by the consumers. Acid content of the apples varies depending on growing area (e. g. Italy low acid content, Poland high acid content) as well as on variety, weather conditions, point of harvest etc.

Apple trees are subject to alternation, i.e. low crop - high crop - low crop etc.

Conclusion: Harvest fluctuations, differences in quality and availability require a blending of different apple juices in order to ensure constant consumer quality. The official statistics show that apple juice concentrate which is used for the production of apple juice originates from 15 EU member states and 13 other countries on different continents (figures 2008).

Major labelling changes proposed: National schemes

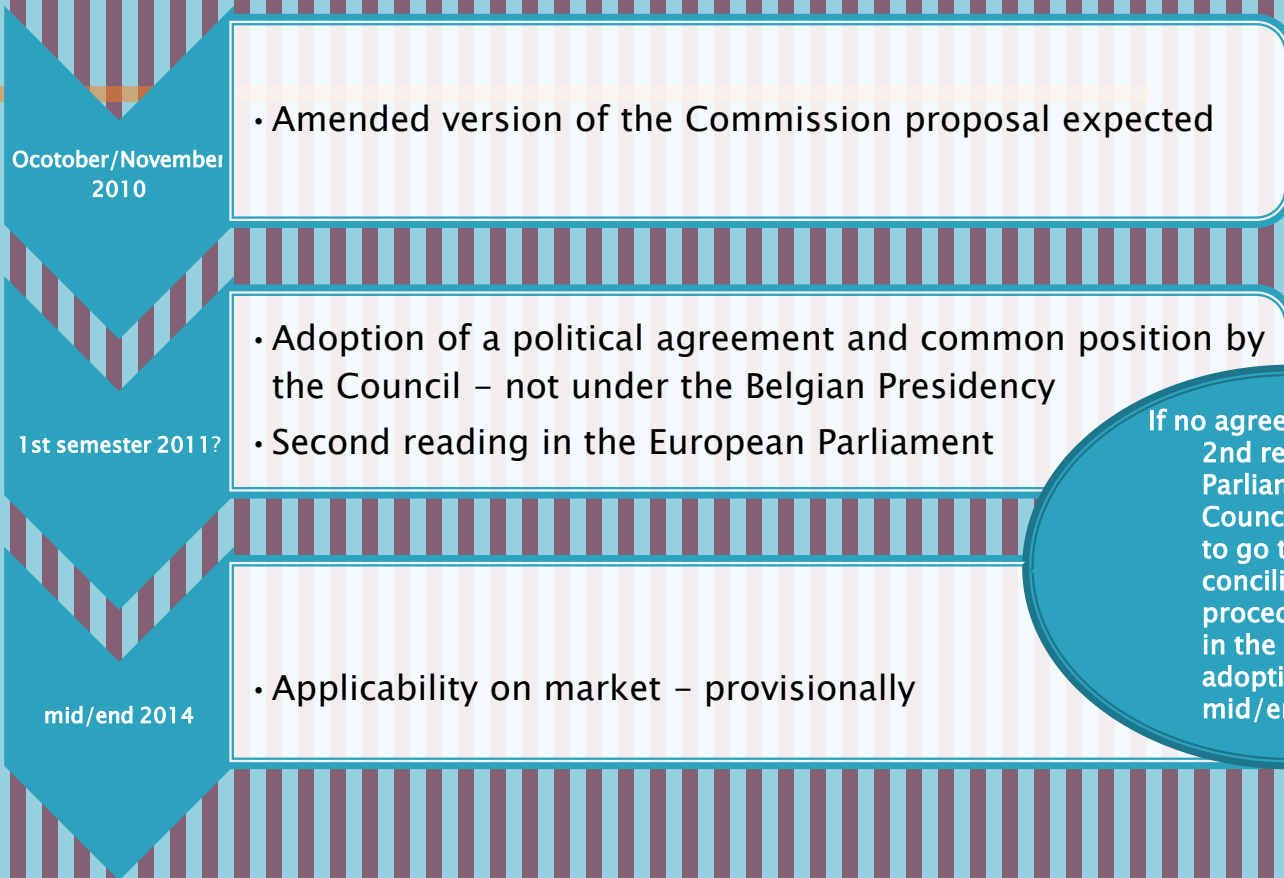
- ▶ The Commission's proposal would authorise indicating the individual particulars of nutrition declaration by complementary forms of expression and presentation adopted as voluntary national schemes.



- ▶ These national schemes could furthermore be established for other labelling provisions.



Timeline and Next steps



If no agreement in the 2nd reading the Parliament and the Council would have to go through the conciliation procedure resulting in the final adoption by mid/end 2011



Conclusions

- ▶ This is a piece of Regulation that will, once adopted, significantly change the way the food is marketed!

Conclusions

▶ You will need a bigger labelling space!




Nutrition Facts	
Serving Size: 1 Fluid Ounce (30 mL)	
Amount Per Serving	
	% Daily Value*
Total Fat	5.2g 10%
Saturated Fat	3.4g 67%
Cholesterol	0mg 0%
Total Carbohydrate	1.8g 3%
Sugars	1.8g 3%
Total Protein	0g 0%



Supplement Facts	
Serving Size: 1 Fluid Ounce (30 mL)	
Amount Per Serving	
	% Daily Value*
Total Carbohydrate	1.8g 3%
Sugars	1.8g 3%
Vitamin C	11 mg 21%
Potassium	35 mg 7%

Ingredients: Reconstituted gel juice from whole Citrus Aurantium fruit, grape juice concentrate, pear juice concentrate, apple juice concentrate, pear puree and natural flavor, with sodium benzoate and potassium sorbate added to maintain freshness.

Recommended Use: 1-2 fl. oz. (30-60 mL) daily. Shake well before using and refrigerate after opening. Do not use if seal around lid is broken.

Contains no added sugar, artificial colors, antibiotics or flavors.




What's Inside ▶		Nutritional Info ▶	
THE FRUIT INSIDE*		THE BOOST INSIDE*	
	2 3/4 Apples		Spirulina 1300 mg
	1/2 Banana		Chlorella 400 mg
	1/3 Kiwi Fruit		Broccoli 100 mg
	1/3 Mango		Spinach 100 mg
	A hint of Pineapple		Blue Green Algae 50 mg
			Garlic 50 mg

Conclusions

- ▶ More nutrition labelling on the front of the pack
- ▶ Everything that you write on the label will have to be legible (maybe according to some specific criteria)
- ▶ Beware of origin labelling - need to continue lobbying against it
- ▶ And potentially more provisions to come...



Questions?



Thank you