

Provision of food information to consumers

whose main, but not exclusive, vehicle is the food labelling

Food labelling

Reg. EU/1169/2011 is the legal framework for food labelling aims to ensure that consumers have access to clear, understandable and reliable information on the content and composition of products, in order to protect their health and interests. The main novelty of the new regulation is the obligation for producers to indicate the presence of **allergens** in unpackaged foods, for example in restaurants and canteens.

The labelling, presentation or advertising of foods must not **mislead** consumers. Reg. EC/1924/2006 introduced clear rules on authorised **nutrition** and **health claims** (e.g. 'low fat'). These claims must be based on scientific evidence and can be found in the EU public register of health claims.

The information required must be:

- accurate
- easy to see and understand
- not misleading
- indelible

Mandatory information for prepacked foods

- name of the food
- ingredient list (including any additives)
- allergen information
- quantity of certain ingredients
- date marking (best before / use by)
- country of origin, if required for consumer clarity (example: products that display on their packaging country flags or famous landmarks)
- name and address of the food business operator established in the EU or importer
- net quantity
- any special storage conditions and/or conditions of use
- instructions for use if needed
- alcohol level for beverages (if higher than 1.2%)
- nutrition declaration

Under EU law and/or national law, some food products might also need to show specific warnings referring, for example, to ingredients not recommended for consumption by children (such as caffeine).

Ingredients list

The list must be preceded by a heading that includes the word 'ingredients' and must include all the ingredients of the food:

in descending order of weight
designated by their legal name

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Quantity of certain ingredients

It must be mentioned the quantity (by percentage) of any ingredients that:

- appear in the name of the product (example: 'apple pie')
- are emphasised on the labelling in words, pictures or graphics (example: 'with walnuts')
- are essential to characterise the food and to distinguish it from other foods

Name of the product



FROZEN PRE-FRIED BROCCOLI AND CARROT CAKES

Ingredienti: cavoli broccoli (56%), carote (36%), olio di semi di girasole, uova e albume d'uovo in polvere, latte in polvere, sale, addensanti: E415 e E412, aroma naturale di pepe, noce moscata. Può contenere glutine, sedano.

Allergen information

Any allergens present must be emphasised in the list of ingredients, for example by using a different font, letter size or background colour.

In the absence of a list of ingredients, the indication of allergens must include the word 'contains' followed by the name of the allergen.

Food labelling rules

https://europa.eu/youreurope/business/product-requirements/food-labelling/general-rules/index_en.htm

What to do now?

After checking and studied the rules actually in force in European Union of food information to consumers, search that in force in your own country and do a comparison.

For Italian and others European students that share the common law (Reg. 1169/2011) I invite to do the same exercise done for irradiated food that is, choose a **Third country** toward which your food company need to **export** prepackaged foods that must **complying** with the rules in force regarding the labelling in that country and do the **comparison** with the rules in force in EU for food information to consumers.