



The European Consumers' Organisation

COMMUNIQUE DE PRESSE
PRESS RELEASE

Contact: Ophélie Spanneut: +32 (0)2 789 24 01
Date: 05/07/2011
Reference: PR 2011/030

Food Information: improvements for consumers but...

MEPs vote tomorrow (Wednesday, 6th July) and are expected to approve new EU rules on food information for consumers after three years of discussion.

What this means for consumers

- Improved legibility of labels with a minimum font size (1.2mm) and rules on clarity and contrast to follow
- Fresh meat and fish will be labelled with the 'country of origin'. This may be extended within 2 years to meat used as an ingredient in processed foods
- For the first time, a nutritional declaration for energy, protein, fat, saturated fat, carbohydrates, sugar and salt levels will be mandatory
- This nutritional information will have to be listed per 100g/100ml, thus allowing for comparisons between products. The indication per portion will be optional.
- The presence and type of vegetable oil (e.g. palm oil) will need to be specified in the list of ingredients
- Allergens will be highlighted in the list of ingredients
- Nano ingredients will be labelled

No nutritional information on the front of the pack

EU ministers and parliamentarians went against all the research and evidence when they decided not to include mandatory nutrition information on the front of packaging. While the full declaration will be mandatory on the back of the pack, companies can place information on the levels of fat, saturated fat, salt and sugar on the front of the pack on a voluntary basis only. This is a lost opportunity for consumers and will not help them to easily compare and choose the healthiest product.

Monique Goyens, Director General of BEUC said:

"Consumers will be able to make more informed choices on food products, but the regulation will not enable them to choose the healthiest products at a glance."

"With regards to the traffic light scheme which presents the amount of nutrients in a food product, we consider its rejection last year a real blow for consumers and we will continue fighting for it. Independent surveys have showed it is the system consumers favour and that it proved efficient."

ENDS

BEUC, the European Consumers' Organisation
+32 2 789 24 01 - press@beuc.eu

**Want to know more about BEUC? Visit www.beuc.eu
www.twitter.com/beuctweet**

 **EC register for interest representatives: identification number 9505781573-45** 