

From: [REDACTED] (SANTE)
Sent: vendredi 24 janvier 2020 18:34
To: OJALA Annukka (CAB-KYRIAKIDES)
Cc: [REDACTED] (SANTE); [REDACTED] (SANTE)
Subject: BTO report: meeting between A. Ojala and the European Dairy Association (EDA) on F2F strategy and food labelling- 22 January 2020

Dear Annuka,

Please find below my short BTO report concerning the meeting with EDA.

Is this fine to you?

Best,

[REDACTED]

BTO report: meeting between A. Ojala and the European Dairy Association (EDA) on the F2F strategy and food labelling - 22 January 202

Participants:

Cabinet Kyriakides: A. Ojala

DG SANTE: [REDACTED] (E1)

EDA : [REDACTED]

The meeting was organised at the request of EDA.

EDA:

- Welcome the F2F strategy and the lead of DG SANTE;
- Support the PEF footprint methodology for any future green claim as based on 17 indicators and not only GHG emissions;
- Consider that a green claim should be consistent with the different components of sustainability;
- Do not support the existing interpretative front of pack nutrition schemes (such as nutriscore or traffic light) as they are too simplistic and do not take into account the positive nutrients of milk products;
- Consider that food products being part of the food pyramid such as cheese should not be subject to Front of Pack labelling;
- On origin labelling, consider that the national measures disrupt the internal market;
- In case harmonisation is proposed, call for an indication at 'EU'/'non-EU' and not at country level.

A. Ojala:

- Stressed that sustainability of food systems is a complex issue and that the F2F will be ambitious in line with the Green Deal;
- Confirms that Front of pack nutrition labelling and origin indication are being looked at in the F2F strategy.

[REDACTED]



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