

Fédération de l'Industrie de l'Huile d'Olive de l'U.E.

02/06/2021

To
European Commission
Directorate-General for Health and Food Safety,
1049 Bruxelles
Brussel, Belgium

Attn.

- [redacted],
[redacted] – Food information and composition
(+ [redacted] email: [redacted]@ec.europa.eu)

- [redacted],
[redacted] – Farm to fork strategy
(+ [redacted] email: [redacted]@ec.europa.eu)

Dear [redacted],

The main purpose of this letter is to express our serious concerns about the possible adoption of the Nutri-Score food information system at European level but mainly its implementation with different options at points of sale and sale in different EU countries.

With this letter and given the fact that the adoption of a harmonized system of nutritional value is underway at EU level, we would like to express our strong objections to the implications of the possible deployment of the Nutri-Score food information system, which has already been implemented by some countries of the European Union, will have in olive oil.

Based on several evidence-based approaches, it is obvious that the core method of the Nutri-Score system distorts the nutritional value of olive oil, such as olive oil (and even extra virgin olive oil) without taking into account: i) the crucial need of moderate consumption of fats within a balanced diet, ii) the additional and multi-level beneficial properties for human health through the consumption of high-value added products such as olive oil.

The use of misleading nutrition claims or the concealment of nutritional properties lead to misinformation of the consumer and create serious risks for European producers who will see their products devalued - especially for small-scale producers and traditional producers.

The operation of a food labelling system that will provide really useful information based on scientific data, with respect for the product and the consumer, is necessary to protect producers, traders and consumers.

Adopting a more holistic approach is vital to sustainable production and healthy eating. The proven quality of olive oil and the long-term effort to promote it will be negatively and irreversibly affected by the development of a system such as Nutri-Score.

It is also particularly important to have a harmonised application in all markets of the EU Member States, in order not to create confusion within the consumers and possibly unfair competition between the various branded products from different countries of origin.

FEDOLIVE supports the need for a holistic policy that guarantees an objective approach that reflects the nutritional value of olive oil and, above all, the need for harmonised implementation of this labelling. In this context, we ask you to reconsider the problems and threats posed by the adoption of Nutri-Score for olive oil at EU level.

Best regards,

[redacted signature]

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