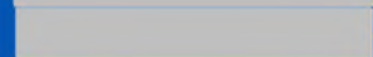
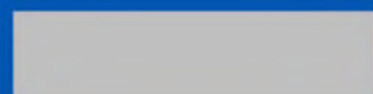




# Proposal for a revision of the Regulation on Food Information to Consumers (FIC): state of play and next steps

*FRUCOM NUTRITION AND COMMUNICATION WORKING GROUP*  
*3 March 2022*



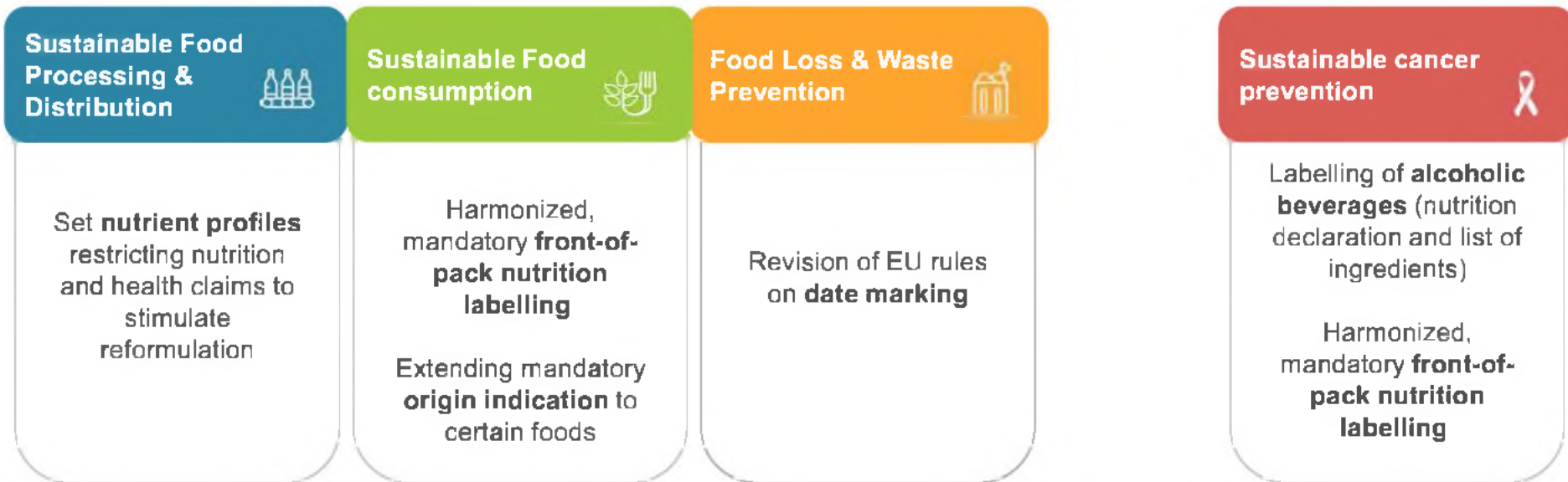
- *Food information and composition*

*DG SANTE*

# Food labelling initiatives in the Farm to Fork Strategy and Europe's Beating Cancer Plan

F2F Strategy for a fair, healthy and environmentally-friendly EU food system by 2030

Europe's Beating Cancer Plan



Proposal for a revision of the Regulation on Food Information to Consumers (FIC)

# Problems – FOPNL and nutrient profiles



Too few consumers are making **healthy food choices**.



Some FBOs make health and nutrition **claims on products that are not healthy**.



**Some products are labelled** with FOPNLs while others are not.



Some **FBOs reformulate** their products to make them healthier while others do not.

▶ **Lack of consistent and accessible information for consumers inhibits informed consumer choice.**

▶ **Inconsistency in the rules on food labelling across MS result in single market fragmentation.**

# Problems – Origin Labelling



Consumers do **not receive information on the origin** of certain products for which consumers have a **particular interest** to know where they come from.



**Some FBOs are required to provide origin label** whilst others do not (national rules).



▶ Lack of consistent and accessible information for consumers inhibits informed consumer choice.

▶ Inconsistency in the rules on food labelling across MS result in single market fragmentation.

# Problems – Date Marking



Consumers treat **'best before' (BB) date as a 'use by' (UB) date**, even when they understand what best before' means.



Current date marking information (esp. 'best before') is **not read and/or understood** by most consumers.



There is **inconsistent / inappropriate application of date marking** between MS and in products groups within individual MS.

▶ **Lack of consistent and accessible information for consumers inhibits informed consumer choice.**

▶ **Inconsistency in the rules on food labelling across MS result in single market fragmentation.**

# What should be achieved?

Ensure a high level of consumer protection (right to information)

## Short-term

- ✓ Allowing consumers to make informed choices
- ✓ Harmonised labels across the EU

## Long-term

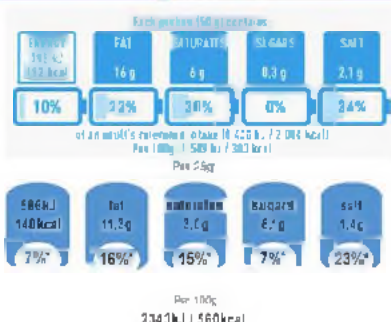
- ✓ Public health (FOPNL, nutrient profiles and alcoholic beverage labelling)
- ✓ Environmental objectives (date marking / food waste, origin labelling)

# Policy Options – FOPNL and nutrient profiles

Current EU FOP label formats form **basis of different policy options**:

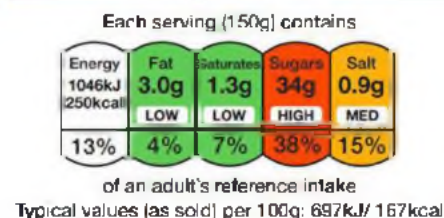
## Nutrient-specific labels (information on individual nutrients)

### Numerical Option 1.



*Numerical information on energy + 4 nutrients*

### Colour-coded Option 2.



*Numerical information on energy + 4 nutrients and colours classify nutrients as low/medium/high*

## Summary labels (information on overall nutritional value)

### Endorsement logos Option 3.



*Positive logo that can be applied only on foods that comply with the nutritional criteria*

### Graded indicators Option 4.



*Graded indicator that can be applied on all foods*

The setting of a **nutrient profiling model** separate from the (non-evaluative) FOP label will be assessed.

The **nutrient profiling model** for restricting claims is based on the nutrient profiling model underpinning the harmonised (evaluative) FOP scheme.



# Policy Options – Origin Labelling

Option 1.	Mandatory origin indication at <b>EU/non-EU level</b>
Option 2.	Mandatory origin indication at <b>National level (Member State or third country)</b>
Option 3.	Mandatory origin indication at <b>regional level</b> . Region is defined as any other geographical area within a Member State, a third country or several countries, which is well understood by normally informed consumers or defined under public international law.
Option 4.	A <b>mix of elements</b> from the three preceding options

## Modalities:

Milk and milk as an ingredient	Meat as an ingredient	Rabbit and game meat	Durum wheat used in pasta	Rice	Potatoes	Tomato used in certain tomato products
<ul style="list-style-type: none"> <li>- Place of milking</li> <li>- Place of processing</li> <li>- Place of packaging</li> </ul>	<ul style="list-style-type: none"> <li>- Place of birth</li> <li>- Place of rearing</li> <li>- Place of slaughtering</li> </ul>	<ul style="list-style-type: none"> <li>- Place of rearing (for rabbit only)</li> <li>- Place of hunting/</li> <li>Place of slaughtering</li> </ul>	<ul style="list-style-type: none"> <li>- Place of harvest</li> <li>- Place of milling</li> </ul>	<ul style="list-style-type: none"> <li>- Place of harvest</li> <li>- Place of processing</li> <li>- Place of packaging</li> </ul>	<ul style="list-style-type: none"> <li>- Place of harvest</li> <li>- Place of processing</li> <li>- Place of packaging</li> </ul>	<ul style="list-style-type: none"> <li>- Place of harvest</li> <li>- Place of processing</li> </ul>



# Policy Options – Date Marking

## Option 1.

**Extend the list of foods not requiring a 'best before' date.** Add more products to the list of foods for which the 'best before' date is not required.

## Option 2a.

**Abolish the 'best before' date.** 'Best before' dates to be removed from all food products.

## Option 2b.

**Abolish the 'best before' date and replace it by a 'production date'.** This would apply to all products currently displaying a 'best before' date.

## Option 3.

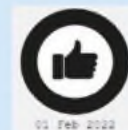
### **Improve expression and presentation of date marking**

Improve the expression and presentation of date marking through the application of a 'best before' and a 'use by' symbol, an extended wording, or a fixed location on the packaging for date marking.

**A. Use different symbols** for the 'use by' and the 'best before' dates for example:



[to represent 'use by']

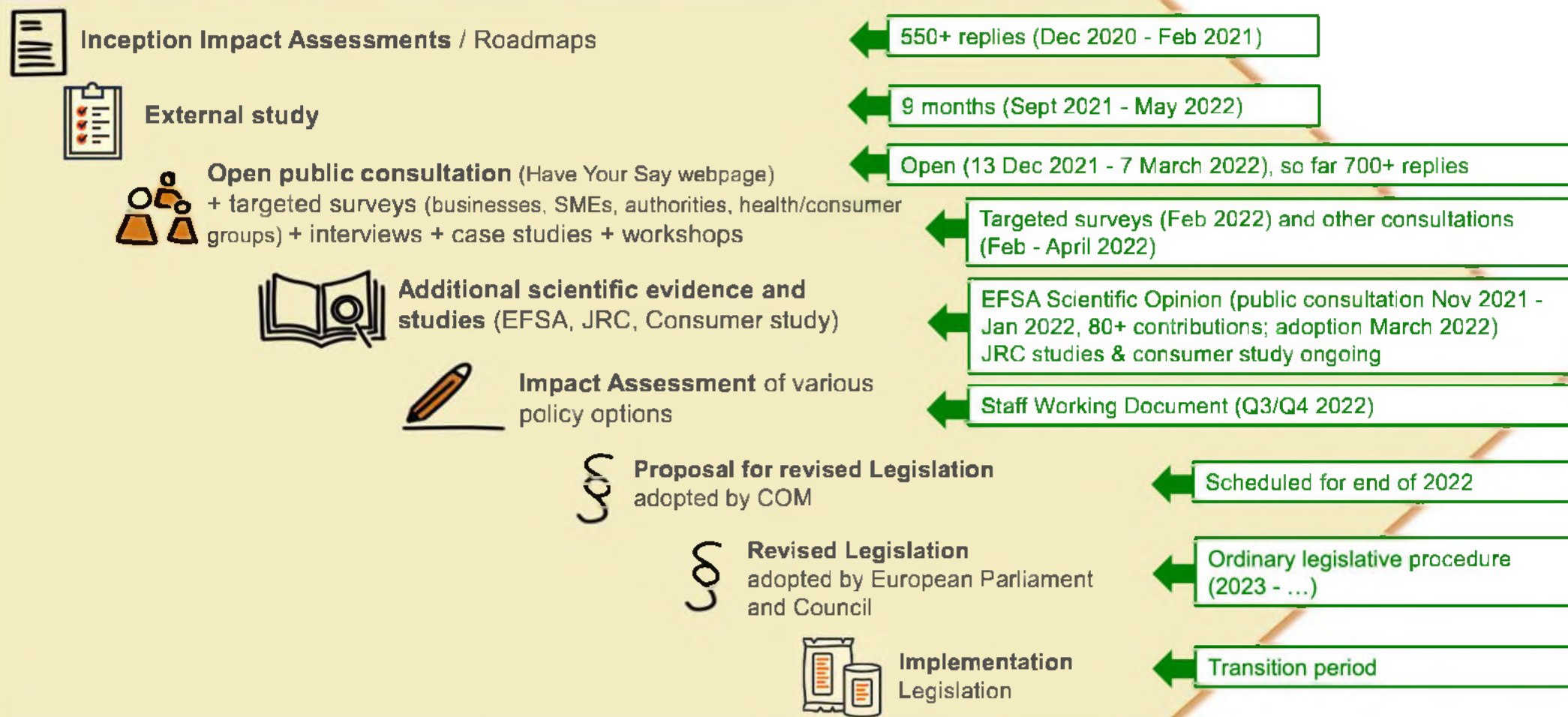


[to represent 'best before']

**B. Extend the wording** to clarify meaning of 'use by' and 'best before' dates, for example 'best before, often good after'.

**C. Define a fixed positioning** for date marking on the pack, making it easier for consumers to locate date markings.

# Key Steps – IA and Revision of FIC Regulation



# Ongoing stakeholder consultations



- **Open public consultation** (13 December 2021 – 07 March 2022)
  - Open for 12 weeks on the Commission's [Have your say \(europa.eu\)](https://european-council.europa.eu/media/1000000000/1/declaration_en.pdf) portal
  - 20 questions structured around the four initiatives
  - To gather feedback on stakeholders' views and experiences on the main obstacles they are facing in the different food labelling areas under consideration and on possible ways to overcome these obstacles
- **Targeted surveys for Member States and stakeholders** (14 February 2022 – 18 March 2022)
  - Four different surveys are available for: [Businesses and business associations](#), [SMEs](#), [consumer / health / environment groups](#) and [National Competent Authorities](#)
  - To collect views on technical aspects of the policy options and on the potential impacts
  - It is recommended to obtain a personalized survey link by emailing [FICstudy@icf.com](mailto:FICstudy@icf.com)

# Relation with relevant ongoing initiatives

## General framework for a sustainable food system

(end of 2023)

**Sustainability labelling framework** covering nutritional, climate, environmental and social aspects of food products (F2F)



### Nutrition

➡ Front-of-pack  
nutrition labelling

### Climate / Environment

➡ Green Claims  
(March 2022)

### Social

➡ Animal welfare  
(end of 2023)

*Others in the future?*

# Thank you

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[https://ec.europa.eu/food/safety/labelling-and-nutrition\\_en](https://ec.europa.eu/food/safety/labelling-and-nutrition_en)



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