



EU actions on Date Marking

EU Platform on Food Losses and Food Waste
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Ongoing initiatives at EU level

1. Impact assessment on the revision of Food Information for Consumers (FIC) rules
2. Consumer research on new ways of expressing date marking
3. EFSA guidance on date marking and food information

Impact assessment - Context

[Farm to Fork Strategy](#) (20 May 2020): reducing environmental & climate footprint of EU food system across the food chain with actions targeting (amongst others) food processing, food consumption and food waste.

- To stimulate sustainable food processing and reformulation:
 - ✓ EC will **set nutrient profiles**; will also facilitate shift to healthier diets
- To empower consumers to make informed, healthy and sustainable food choices:
 - ✓ EC will propose **harmonised mandatory FOP** nutrition labelling and will consider proposing the extension of mandatory **origin or provenance indications** to certain products
- To reduce food waste:
 - ✓ EC will revise the rules on **date marking**

Impact Assessment

- Follow-up on these announcements via a **revision of the Regulation on Food Information to Consumers**.
- A proposal, addressing the Farm to Fork **food labelling commitments**, to be finalised by end 2022.
- **Impact assessment** looking at the impacts.

Inception impact assessment

Purpose and content of the inception impact assessment

- In line with Better Regulation principles, describes:
 - the problems,
 - the reasons why EU action is needed,
 - the policy objectives,
 - the policy options,
 - the likely impacts,
 - the main elements of the consultation strategy.
- Allows early feedback → The Commission can further develop and fine-tune different initiatives

Policy options for date marking as outlined in inception impact assessment

Option 0 ‘baseline scenario’:

The current EU date marking rules in FIC Regulation are not revised;

Option 1:

To revise the rules of application of the ‘best before’ date;

Option 2:

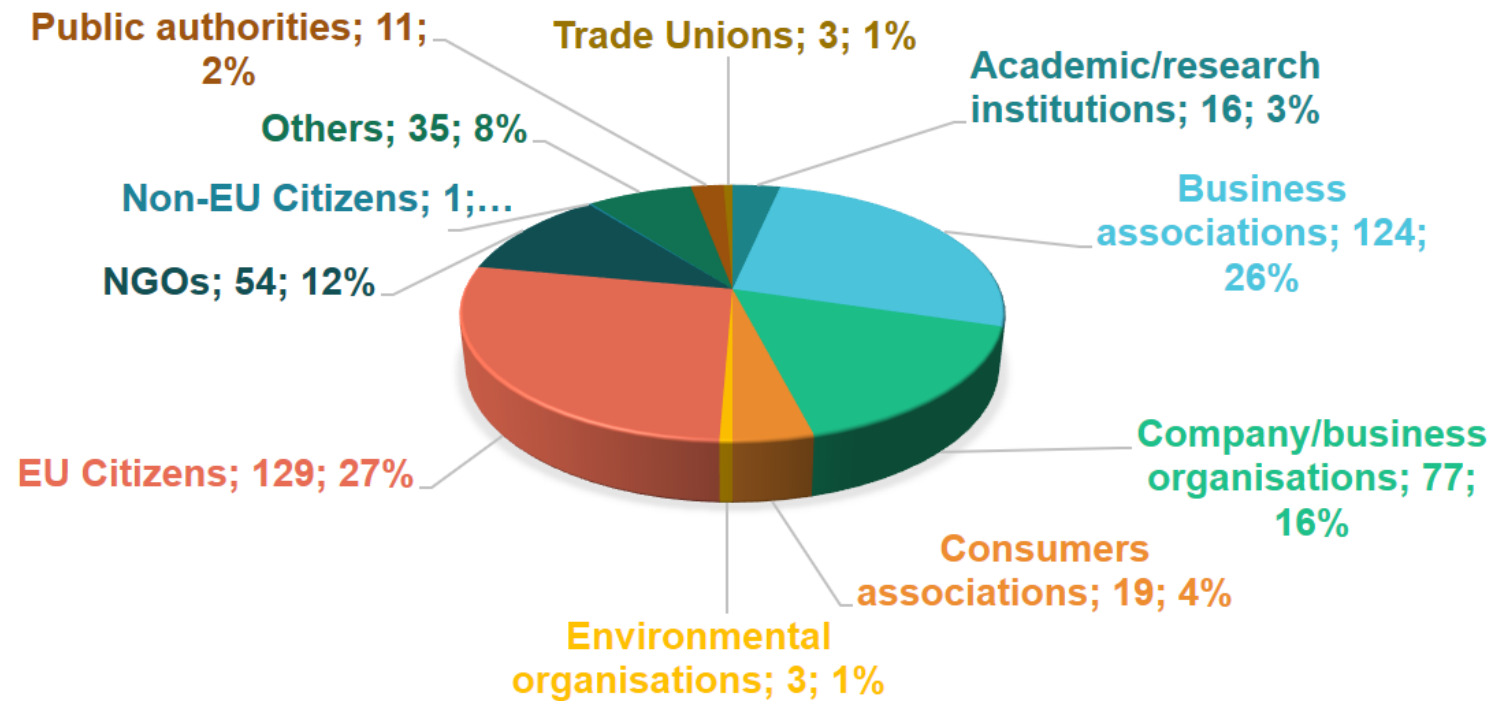
To revise the rules and abolish the concept of ‘best before’ date;

Option 3:

To improve the expression and presentation of date marking.

Feedback on IIA

- **Public feedback** (23 December 2020 – 4 February 2021)
 - 472 reactions



Next steps on IA

- Launch of **study** (Q1/Q2 2021) to support the Impact Assessment
 - Provide supporting analysis for carrying out the impact assessment (= assessing and comparing potential impacts of different policy options), amongst others on the basis of multiple consultations: study will help to identify and evaluate the impacts
- **Consultations** during course 2021:
 - Online public consultation (12 weeks)
 - Targeted stakeholders consultations, MS consultations,...
- Finalisation **impact assessment** (Q1/Q2 2022)
- Drafting **legislative proposal** & internal process for adoption (Q3/Q4 2022)

Consumer research

- **Purpose:** inform the revision of EU rules regarding date marking to avoid unnecessary food waste linked to the misunderstanding and misuse by consumers.
- Objectives of consumer research:
 - **Better understand** how current date marking rules and their implementation affect consumers' decisions to consume/use or discard foods;
 - **Identify new ways of expressing date marking** (e.g. in terms of terminology, format, visual presentation) that meet consumers' information needs regarding food safety (health) and quality whilst minimising food waste behaviour;
 - **Test the effectiveness** of these new ways of expressing date marking (vs. the current ones) on EU consumers' understanding in order to reduce their food waste behaviour.
- EU Platform on Food Losses and Food Waste and Member States Working Group on food labelling will be closely associated with this work.

EFSA's guidance on date marking

- To support consistency of food business operators' practices related to date marking.
- **Part one:** adopted 21 October 2020 (published 1 December 2020)
[Guidance on date marking and related food information: part 1 \(date marking\)](#)

Relates to factors that should guide food business operators in deciding between 'use by' or 'best before' dates and setting of shelf-life.

- **Part two:** adopted 10 March 2021 (to be published early April 2021)

Focuses on other food information aspects, such as storage conditions, time limits for consumption after opening and thawing practices.

Thank you



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