



State of play Farm to Fork Strategy - Food labelling initiatives

Front-of-pack nutrition labelling, nutrient profiles, origin labelling & date marking

*Plenary meeting of the Advisory Group on the
Food Chain and Animal and Plant Health*

7 May 2021

Content

- Update
 - DE Presidency Conclusions
 - Feedback on IIA
 - New evidence
- Next steps

DE Presidency Conclusions (December 2020)

German Presidency Conclusions 15 Dec 2020

- **PART A - FOP nutrition labelling**

- FOP objectives and harmonisation
- Call upon COM with regard to IA
 - to base proposal on evidence and science-based IA
 - to explore specific conditions/exemptions
 - to consider co-existence public schemes with harmonised FOP

- **PART B - Nutrient profiles**

- Highlight need to cover widest possible range of foods
- Call upon COM to examine
 - Impact of different models
 - Need for exemptions
 - Whether one nutrient profiling model is sufficient (consumer understanding, applicability for operators and enforcement competent authorities)

German Presidency Conclusions 15 Dec 2020

- **PART C - Origin labelling**
 - Stress importance of origin labelling for consumers and many producers
 - In case of extension, harmonised rules are preferable
 - Stress need to assess costs & benefits (incl. sustainability aspects)
 - Invite COM to consider with regard to IA
 - Member States' evaluations of national measures
 - Impact on single market (supplier relationship and raw material procurement)
 - Consumer benefits, price aspects, behaviour
 - Environmental and social impacts

Feedback on IIA

IIA: public feedback

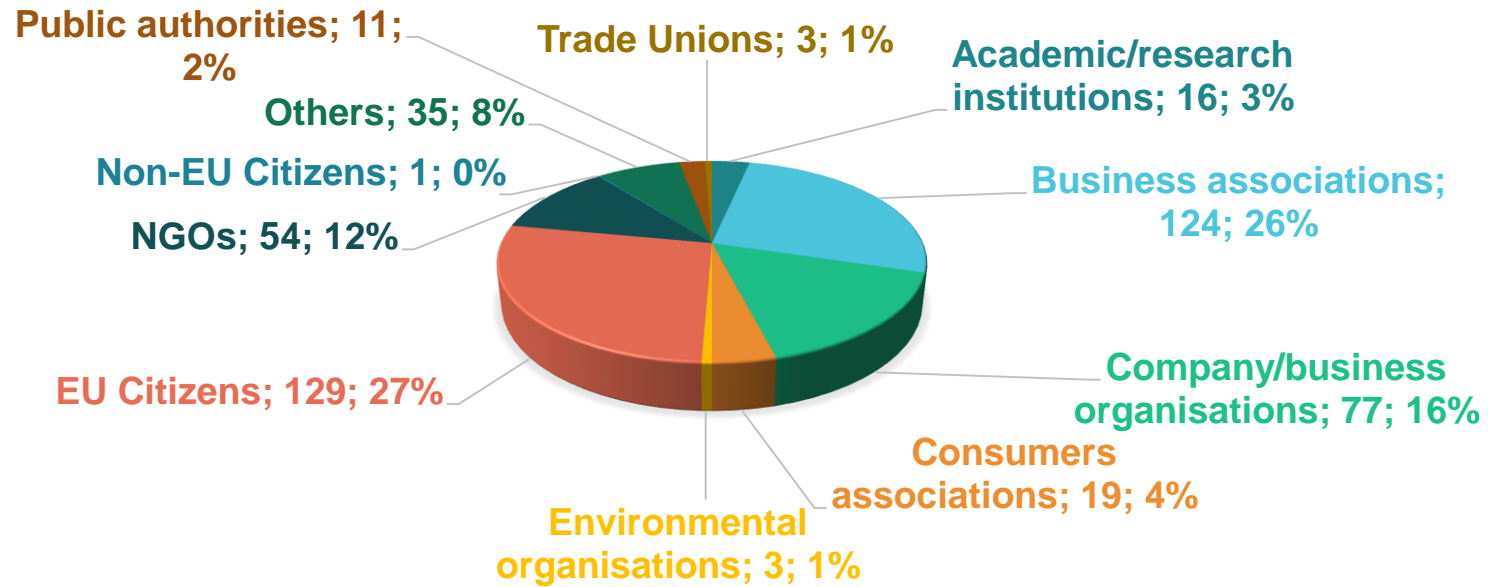
- **Content and purpose IIA**

- Description of problems, why EU action needed, policy objectives & options, likely impacts, main elements consultation strategy
- Allows early feedback

- **Public feedback (23 Dec – 4 Feb)**

- Large number of contributions (472) shows the interest of stakeholders and citizens
- Majority of comments relates to FOPNL, nutrient profiles and origin labelling
- Number of contributions related to other provisions of the FIC

IIA: public feedback



IIA: public feedback

- **Result of consultation shows**

- IIA covers most of the issues expressed by stakeholders and consumers associations
- Options identified and possible impacts appear to be adequate for next steps

Reactions on FOP

- **Public authorities**
 - Contributions from 7 Member States
 - Several positions expressed:
 - need for science-based policy making
 - call for voluntary scheme
 - call for summary graded schemes
 - against classification of foods
 - specific conditions/exemptions
- **Business associations and companies**
 - Support for harmonisation, but voluntary (requests for exemptions if mandatory); portion-based
 - Divergent views between choice for non-evaluative versus evaluative schemes
 - Request to assess combination of options and/or specific requests (e.g. inclusion of degree of processing, wholegrain content, omega-3 fatty acids)...

Reactions on FOP

- **Public health and consumer NGOs**
 - Support for harmonised mandatory FOP; based on 100 g/ml
 - Exemptions on scientific and not commercial grounds
 - Support for evaluative colour-coded schemes
- **Academia - Nutritionists**
 - Generally favour the introduction of harmonised mandatory FOPNL and express preference for evaluative colour-coded schemes
- **Citizens**
 - Support for harmonised mandatory FOP
 - Different views on the type of scheme

Reactions on nutrient profiles (NP)

- **Public authorities**
 - Generally in favour (consumer protection and level playing field)
- **Business associations and companies**
 - Explicit support from only a few; most stress need for specific conditions
 - Farmer associations call not to penalise traditional foods; some call for exemptions
 - Divergent views regarding NP model for FOP & claims: some could agree, while others express opposition/doubts
- **Public health and consumer NGOs**
 - Support for setting of NP; exemptions to be based on science
 - Consistency between NP model for FOP & claims
- **Academia – Nutritionists**
 - Support for setting NP;
 - Consistency between NP model for FOP & claims

Reactions on origin labelling

- **Public authorities**
 - All contributors are in favour of harmonisation but differences in views
- **Public health and consumer NGOs**
 - Support for harmonised mandatory origin labelling at country level or regional level

Reactions on origin labelling

- **Business associations and companies**
 - General support for maintaining voluntary origin indication
 - Farming sector supports mandatory extension for specific products
 - Requests to extend the mandatory origin labelling to more food products
 - Most favour origin labelling at EU level
- **Academia – Nutritionists**
 - General support for the extension of mandatory origin labelling
- **Citizens**
 - Citizens request clear rules on origin

Reactions on date marking

- **Public authorities**
 - Member States support the initiative
- **Business associations and companies**
 - Most support maintaining the current rules (“best before” and “use by”)
 - All advocate for clearer communication (additional text/visualisation)
 - Focus on consumer education and information campaigns
 - Fewer contributions opt for revising the rules

Reactions on date marking

- **Public health and consumer NGOs**
 - Support for the initiative
 - Consumer understanding to be tested through proper consumer research, as understanding varies across the EU
 - Some suggest the indication of the production date rather than the “best before” date.
- **Academia**
 - Support to drop the “best before” dates and replace it by the production date
- **Citizens**
 - Need to improve the expression and presentation of date marking remains a strong demand from citizens

New evidence

Additional input to the Impact Assessment

- Date marking:
 - EFSA Guidance on date marking – Part 1
<https://www.efsa.europa.eu/fr/efsajournal/pub/6306>
 - EFSA Guidance on date marking – Part 2
<https://www.efsa.europa.eu/en/efsajournal/pub/6510>
 - Consumer research study (Q1 2022)
- EFSA Scientific advice for development of harmonised mandatory front-of-pack nutrition labelling and setting of nutrient profiles for restricting nutrition and health claims on foods
<https://www.efsa.europa.eu/en/news/efsas-scientific-advice-inform-harmonised-front-pack-labelling-and-restriction>
 - EFSA will consult publicly on the draft by the end of 2021
 - Scientific opinion by March 2022

EFSA Mandate

Scientific advice for the development of harmonised mandatory front-of-pack nutrition labelling and the setting of nutrient profiles for restricting nutrition and health claims on foods. In particular, EFSA is requested to provide scientific advice on the following:

- **Nutrients** of public health importance for European populations, **including non-nutrient components** of food (e.g. energy, dietary fibre)
- **Food groups** which have important roles in diets of European populations and subgroups thereof
- **Choice of nutrients and other non-nutrient components of food for nutrient profiling**

Additional input to the Impact Assessment

- JRC FOP literature review (August 2021)
 - Update with scientific publications since March 2018
 - In addition, focus on specific aspects
 - e.g. combined presence FOP & claims, composite products vs single-ingredient,...
- JRC literature review on the indication of **origin** on food labels (August 2021)
 - Relevant recent publications, including scientific publications and reports from public and private institutions at EU and national level
 - Inventory of legislation and/or standards in place in third countries

Next steps

Launch of study to support the IA

- **Purpose and scope of the study**

- Identify and collect evidence and carry-out a detailed and data-driven analysis
- Gather evidence, views, opinions from all relevant stakeholders and consult them on the various policy options according to the consultation strategy
- Analyse and compare the economic, social and environmental impacts of the proposed policy options

- **Tasks**

- Develop the methodology for the IA
- Stakeholders consultation
- Case studies
- Analysis and comparison of the policy options

Stakeholders consultations

- **Public consultation**
 - Open & closed questions
 - In all EU languages, open for 12 weeks
- **Targeted consultations**
 - Stakeholder workshops, interviews, targeted surveys
 - MS competent authorities' meetings, targeted surveys

Next steps

- Launch of **study** to support the Impact Assessment
 - Evaluation and selection contractor
- Stakeholder **consultations**
 - Online public consultation
 - Targeted consultations Member States and Stakeholders
- Finalisation study
- Finalisation **impact assessment**
- Drafting **legislative proposal** & internal process for adoption