



EU actions on date marking

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Virtual consultation on date marking policy options



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Promoting better understanding and use of date marking

- To be introduced by revision of the **Regulation (EU) No 1169/2011 on Food Information to Consumers** [alongside other labelling (nutrition, origin, alcoholic beverages)].
- A proposal, addressing the Farm to Fork food labelling commitments, **to be finalised by end 2022**.
- **Impact assessment** ongoing: an external study supporting the impact assessment was launched end August and will run for 9 months.

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.

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Revision of **EU date marking rules** taking into account input:

- **Consumer research findings**
 - Further investigate how consumers themselves understand and use these dates.
 - Identify possible options to increase their effectiveness in avoiding food waste (e.g. changes in terminology and/or format) – ongoing, finalisation by Q1 2022.
- **External study** supporting the impact assessment, looking into the impacts of the different policy options (e.g. presence/absence of “best before” date on food waste) – ongoing, finalisation by Q2 2022.
- **Scientific advice from EFSA** ([part 1](#) and [part 2](#)) to inform decision-making by food business operators on date marking, setting product shelf-life and defining other relevant information for food labelling (i.e. risk-based approach focused on food safety).

Thank you



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