



Food Labelling

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23rd January 2010



Overview

- Food Standards Agency
- Labelling Requirements
 - Compulsory
 - Voluntary
- Additives
- Nutrition and Health Claims
- Country of Origin Labelling
- Terms – fresh, pure



Why was the FSA established?

- Public concern about how food safety risks were being managed
- A rise in food poisoning and other food safety incidents
- Handling of BSE crisis by government



About the FSA

- Established in 2000
- Non ministerial UK government department
- Answers to a Board (including a NI member) which:
 - is responsible for the overall strategic direction of the FSA
 - is appointed to protect consumer interest in relation to food
- Accountable to Westminster and Devolved administrations



About the FSA

Vision – Safe Food and Healthy Eating for all

- Put consumers first
- Openness and Independence
- Science and Evidence Based



The Food Labelling Regulations



General labelling requirement

- The name of the food
- A list of ingredients
- Quid declarations of characterising ingredients
- The appropriate minimum durability
- (Special storage instructions)
- Name and address of manufacturer or packer, or seller within the EC
- (Particulars of place of origin or provenance)
- (Instructions for use)



The Food Labelling Regulations

Further requirements

- Indication of genetically modified ingredients
- Indication of irradiated ingredients
- Indication of allergenic ingredients
- Additional requirements for:
 - Claims
 - Nutrition labelling
 - Misleading descriptions, etc



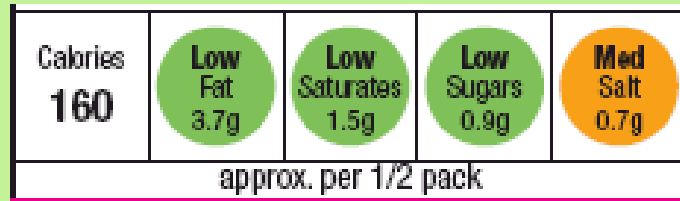
FOOD LABELLING CHECKLIST

REQUIREMENT	YES (GIVE DETAILS)	EXEMPT
Name of the Food		
List of Ingredients		
QUID Declaration		
Minimum Durability		
Storage Instructions		
Usage of Instructions		
Name & Address of Manufacturer/Purchaser/Seller		
Indication of Origin		
Claims		
Nutrition Information		
Lot Marking		
Presentation		
Intelligibility		
Health Marking/Approved Premises		
Other Declaration Requirements GMO Irradiation Sweeteners Allergenic Ingredients		

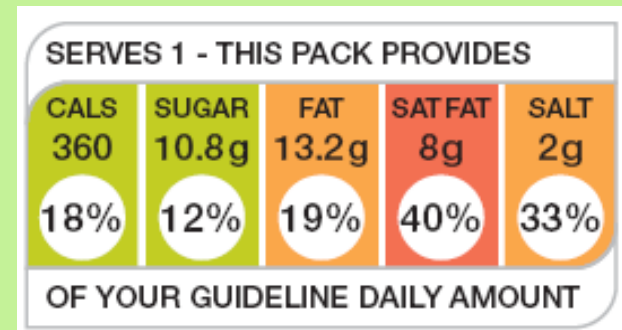


The 3 Main Types Of Signposting Schemes Being Used In The UK – 30,000 products

Traffic Lights



Colour Coded GDA

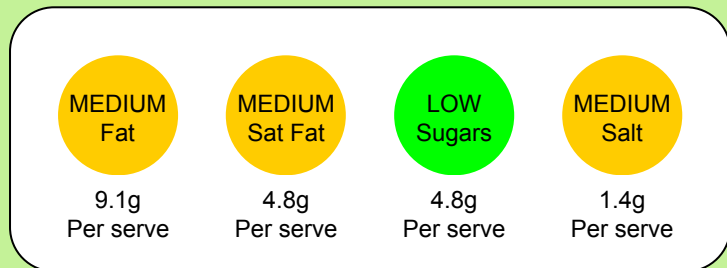


Monochrome GDA



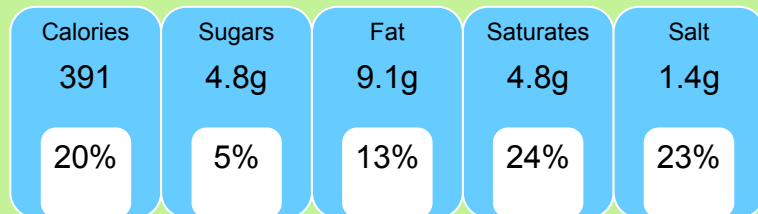
Making healthier in-category choices

(Agency recommended categories for signposting)

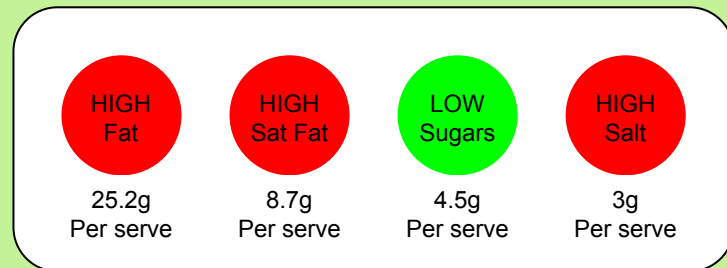


Sainsbury's Thin & Crispy Cajun Chicken

Half a pizza contains

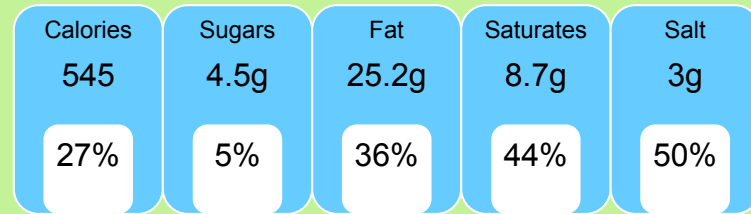


Of your guideline daily amount



Sainsbury's Italian Pepperoni

Half a pizza contains



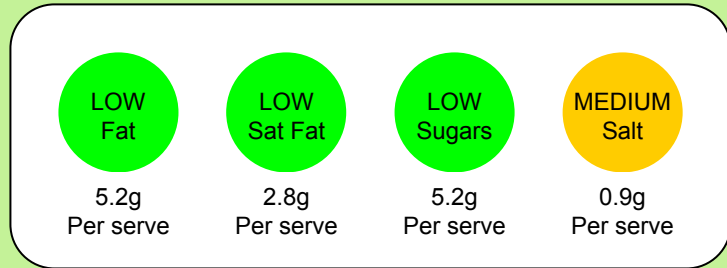
Of your guideline daily amount

Pizza

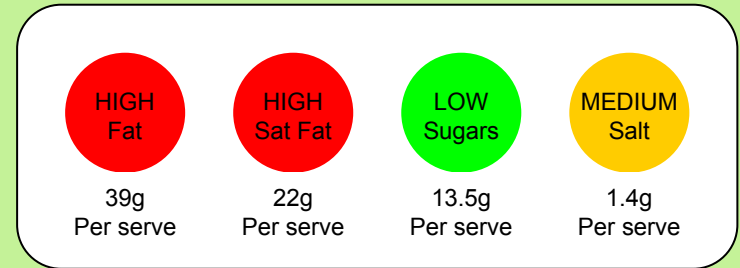
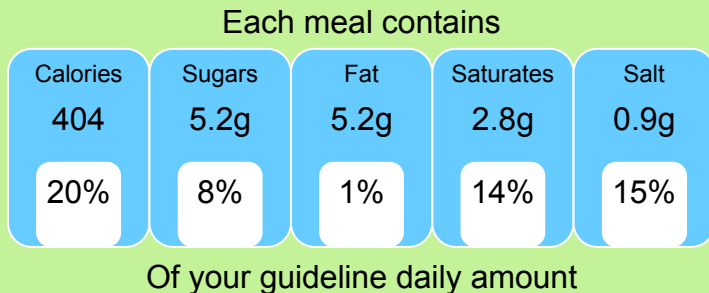


Making healthier in-category choices

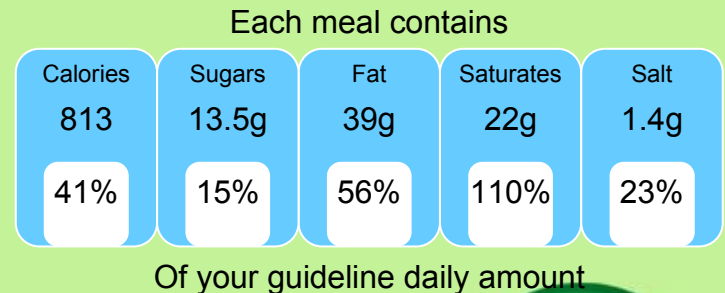
(Agency recommended categories for signposting)



Sainsbury's Be Good to Yourself
Chicken Korma



Sainsbury's Thai Red Chicken
Curry



Ready Meals



Additives

- Are substances not normally consumed as a food
- Are added to food to serve a technological function
- Become component of the food



Categories of additives which must be identified in list of ingredients

Examples are:

- Colour – Colour (E110)
- Sweetener
- Thickener



Nutrition and Health Claims

Nutrition claim – claim which states, suggests or implies that a food has beneficial nutrition properties due to

- the energy it
 - provides
 - provides at a reduced or increased rate
 - does not provide and/or
 - the nutrient/other substances it
 - contains
 - contains in reduced or increased properties
- or...
- does not contain



Nutrition claim examples

Low fat: Not > 3g fat/100g (solid)

Not > 1.5g fat/100g (liquid)

Low sugars: Not > 5g sugar/100g (solid)

Not > 2.5g sugar/100ml (liquid)

High protein: 20% of energy value of the food must come from protein



Health Claims

- Any claim that states, suggests or implies that a relationship exists between a food category, a food or one of its constituents and health
- Examples – ‘Calcium helps build strong bones’

Only authorised claims



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Ulster's food industry to launch new 'origin label'

BEAUTY



Country of Origin

Important to some consumers as:

- they equate origin with quality**
- they want to avoid food miles**
- they may consider animal welfare standards to be good (or bad)**
- they wish to support the agriculture/economy of that country**



FSA consumer evidence

Consumers interested in mandatory country of origin labelling for pre packed fresh meat, meat preparations, meat and dairy products sold in retail outlets.



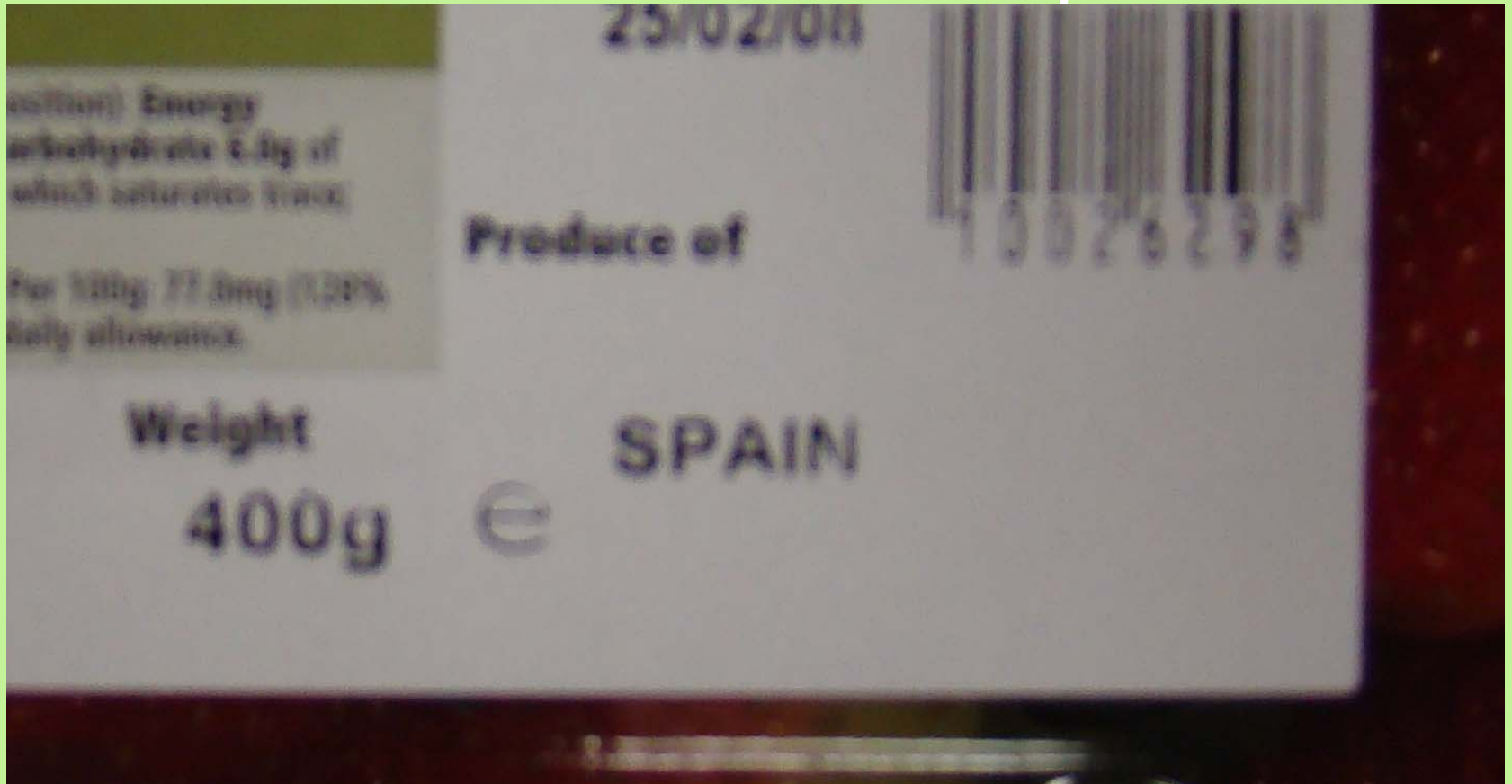
Legislation

Country of origin declaration required for:

- beef
- veal
- fish and shellfish
- honey
- wine
- olive oil
- eggs
- certain fresh fruit and vegetables
- poultry meat imported from outside EU



Strawberries from Spain



Apples from France



Honey from the UK



Honey from Mexico

Produce of Mexico,
packed in France for
Tesco Stores Ltd.,
Cheshunt EN8 9SL, U.K.
© Tesco 2006. SC104674



Other foods

Requirement is to label with origin if otherwise misleading

FLR – food to the ultimate consumer or caterer to be marked or labelled with:

‘place of origin or provenance of the food if failure to give such particulars might mislead a purchaser’



‘place of origin or provenance’

No statutory definition

Reasonable guide

‘goods are deemed to have been manufactured in the country in which they last underwent a treatment or process resulting in a substantial change’



Substantial change

e.g. transformation of pork into bacon, ham or pies

However if place of origin of food (last substantial change) is different to place of origin of its primary ingredients

e.g.1) bacon made in Britain using

Danish Pork described as 'Danish pork cured in Britain'

2) sausages made in UK from

imported pork described as 'Made in UK from Danish Pork'

3) butter churned in NI from milk outside the UK

described as 'produced in Northern Ireland from imported milk'



Corned Beef from S. America, Packed in UK

• Keep refrigerated. • Once opened
consume within 2 days and by
'use by' date shown.

• Use by: see front of pack.

175g e



Produced in South America. Packed in the U.K. for Tesco Stores Ltd.,
Cheshunt EN8 9SL, U.K. © Tesco 2007. SC104553



Ham from E.U. Cured and Packed in U.K.

Additional information

The meat used in this product has been sourced from farms that meet Tesco Welfare Standards. • Keep refrigerated. • Once opened consume within 2 days and by 'use by' date shown. • Use by: see front of pack.

Produce of the EU. Cured and packed in the U.K. for Tesco Stores Ltd., Cheshunt EN8 9SL, U.K. © Tesco 2007. SC104553



250g e



Terms

Fresh, pure, natural

Fresh – food that is sold within a short time after production or harvesting

Natural – Product is comprised of natural ingredients e.g. ingredients produced by nature, not the work of man

Pure – used on single ingredient foods or to highlight the quality of ingredients of a food

