



# **CEFS WORKING GROUP ON FOOD LAW**

## **FRONT-OF-PACK NUTRITION LABELLING: THE BURNING TOPIC**

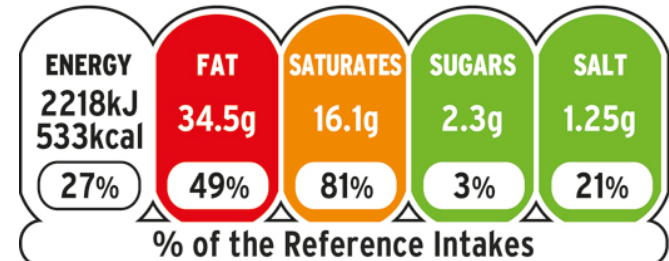
**CEFS Board Meeting – General Affairs Committee  
Dubrovnik, 8 June 2017**



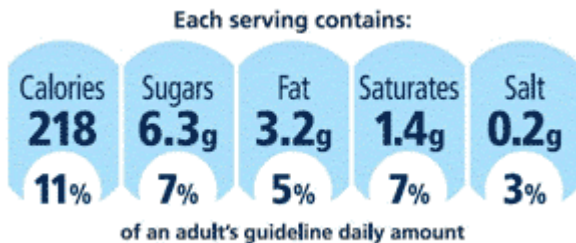
# FOOD INFORMATION TO CONSUMERS



1/3 of a pie (oven cooked)



Typical values per 100g: Energy 1210kJ/291kcal



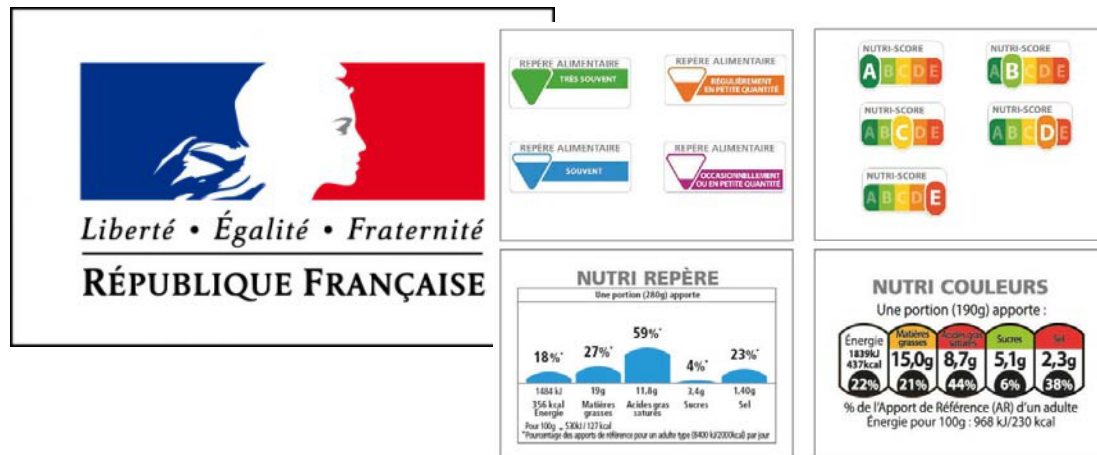
## FRONT-OF-PACK (FOP) LABELLING

# Front-of-pack nutrition labelling

- French testing and TRIS-notification
- Six big companies project on “Evolved Nutrition Labelling”
- Commission’s report on FOP labelling
- European Alliance Against the Traffic Light Labelling Systems

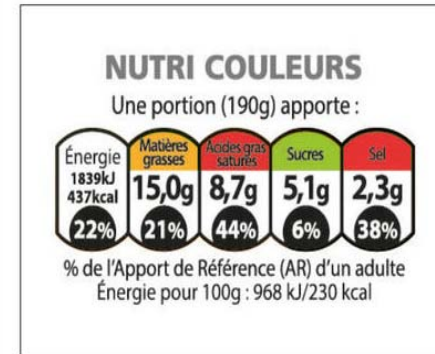
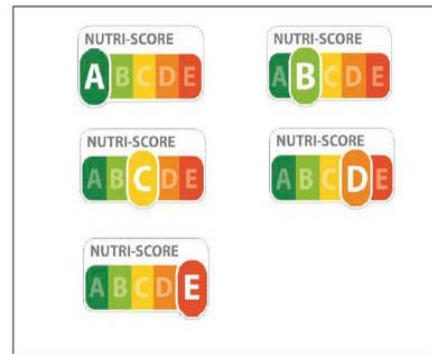
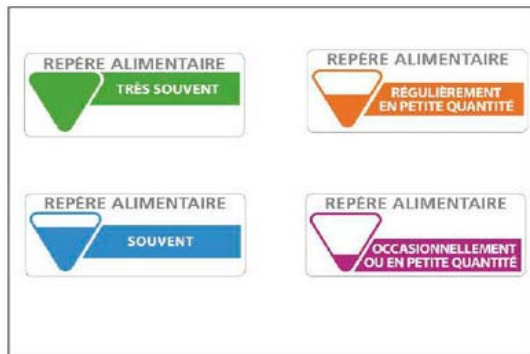
# Front-of-pack nutrition labelling

- French testing and TRIS-notification
- Six big companies project on “Evolved Nutrition Labelling”
- Commission’s report on FOP labelling
- European Alliance Against the Traffic Light Labelling Systems

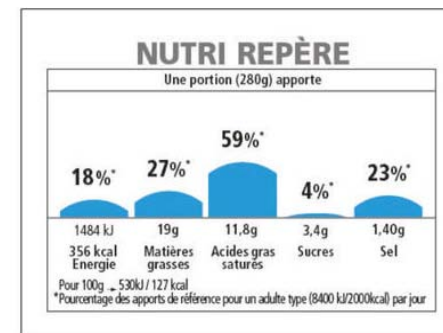


# French testing and TRIS-notification

- 10-week experiment end of 2016
- 4 FOP schemes tested



- In 60 French supermarkets
- On 3 categories of products
  - Bakery wares
  - Fresh deli products
  - Ready cooked meals grocery



# French testing and TRIS-notification

- Mid-March 2017: Statement of French Health Minister: **Nutri-Score** is the most effective
- Nutri-Score is:
  - Based on 5 colours and letters for the whole product, and for all categories of products
  - Based on:
    - **4 negative components:** calorie density/sat fat/simple sugars/salt
    - **3 positive components:** fruit, vegetables & nuts/fibre/protein



# French testing and TRIS-notification

- End of April 2017: TRIS-notification
  - Additional form of expression and presentation (art.35 to FIC Reg.)
  - End of standstill period: 25 July 2017
    - Extended if EC or MS detailed opinion
- End of April 2017: Proposal by French Health Minister of a “Charte d’engagement Nutri-score” (Charter of commitment), whereby companies can already undertake to apply the Nutri-score scheme.
  - As of today, 3 retailers (Intermarché, Leclerc, Auchan) and one food company (Fleury-Michon) have signed the Charter

# French testing and TRIS-notification

- Questions on the legal aspects
  - EC officials of the view that it is not art.35 but rather art.36 to FIC as well as a claim (Reg. 1924/2006)
  - EC will not provide official information on the legal framework → go against the on-going legal procedure
- FoodDrinkEurope to send comments to the EC (focus on legal aspects and barriers to trade)
  - But divided views on interpretative schemes → room for CEFS' own comments!



# French testing and TRIS-notification



# Front-of-pack nutrition labelling

- French testing and TRIS-notification
- Six big companies project on “Evolved Nutrition Labelling”
- Commission’s report on FOP labelling
- European Alliance Against the Traffic Light Labelling Systems

**MARS**



**PEPSICO**



**Nestlé**



Unilever

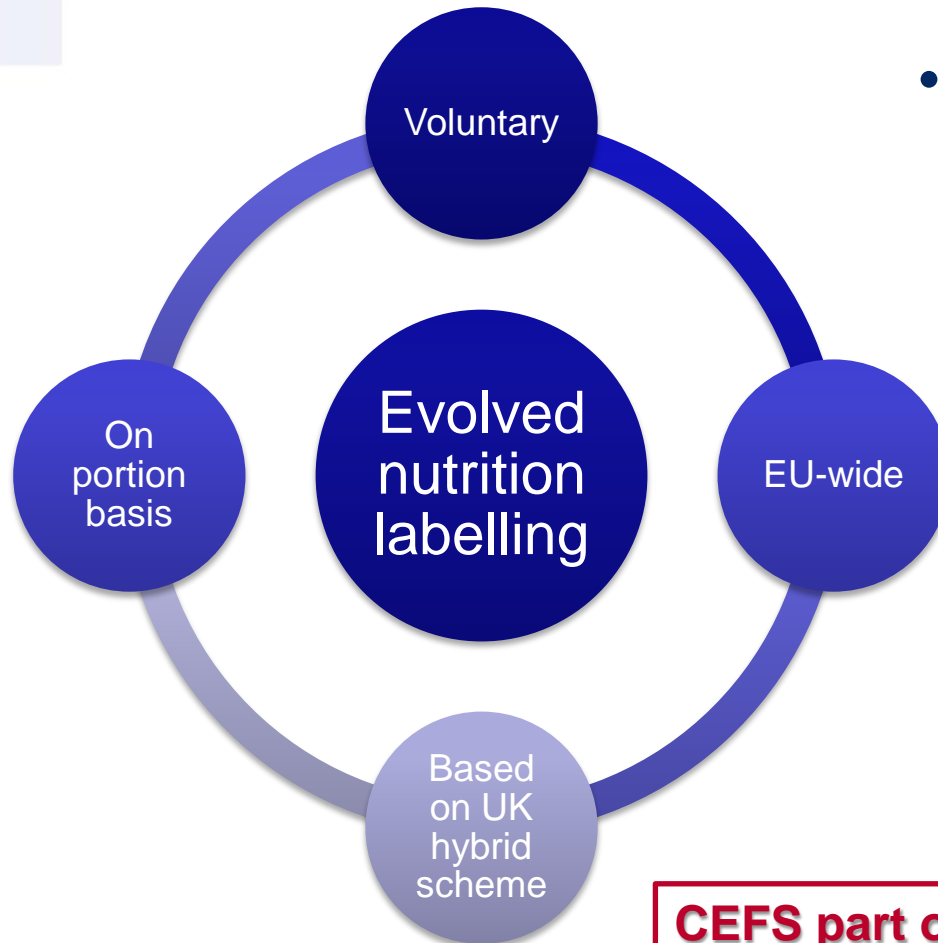
*Coca-Cola*

**Mondelēz**  
International



# Six big companies project on “Evolved Nutrition Labelling”

- In March, the 6 launched their initiative



- Task Force of 3 circles created to discuss the details
  - Circle 1: preparation and scenario proposal. Only the 6
  - Circle 2: NGOs, industry, academics to review suggested options and recommend improvement
  - Circle 3: consultation of the EU Platform members + other stakeholders

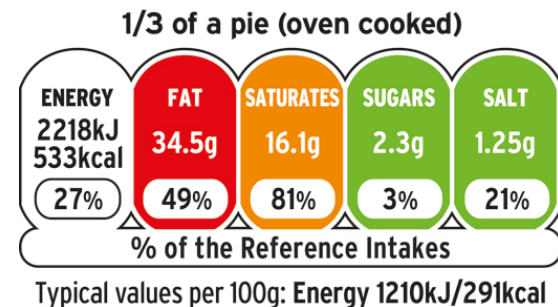
**CEFS part of those circles**



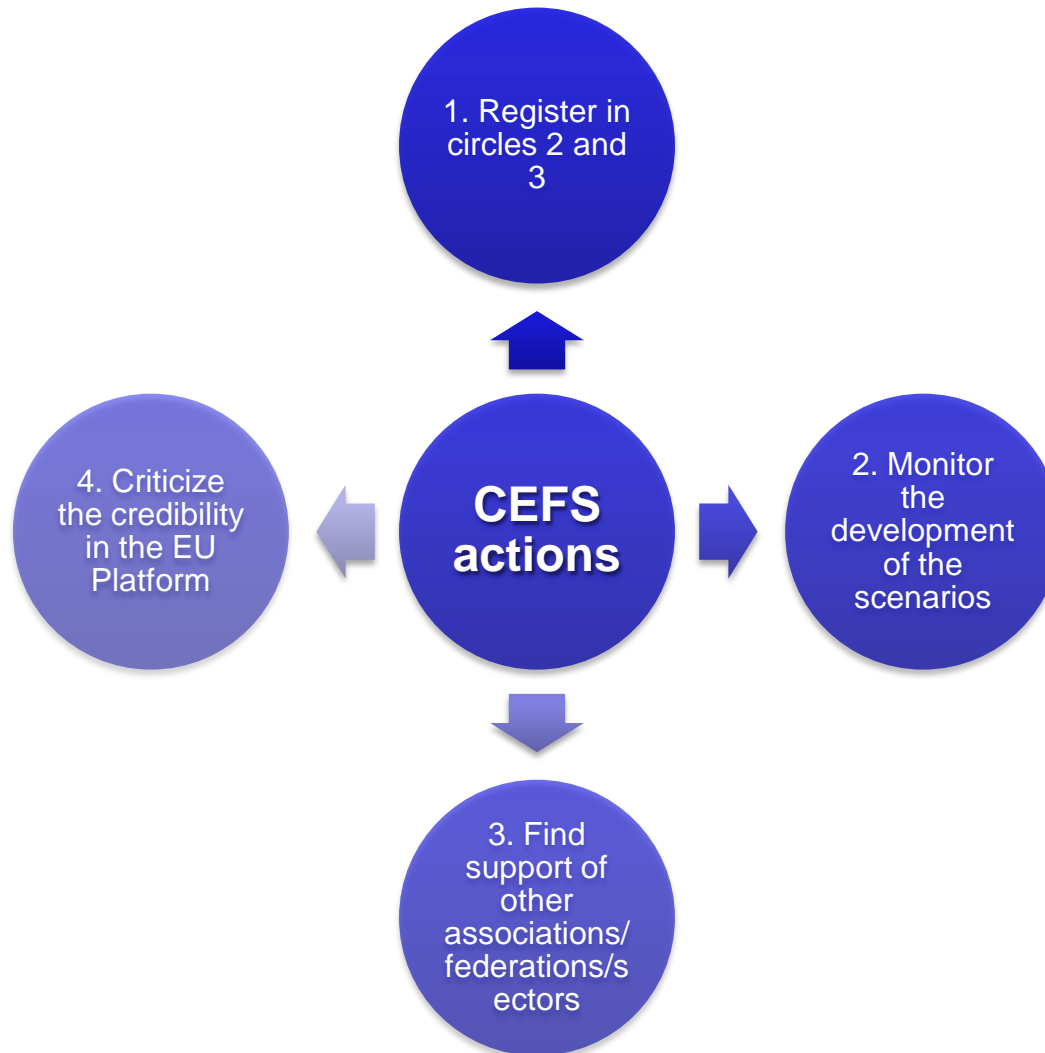
# Six big companies project on “Evolved Nutrition Labelling”

- Circle 2 first meeting: 22 May 2017
- Scope of activities: review suggested options, recommend improvements to come to a workable solution and to assess credibility
- Proposal to work on options to adapt the UK scheme (100g basis) to a portion basis
- Work with smaller portions as a principle to reflect better the actual contribution of the portions to the intake

→ More green and more orange



# Six big companies project on “Evolved Nutrition Labelling”



# Front-of-pack nutrition labelling

- French testing and TRIS-notification
- Six big companies project on “Evolved Nutrition Labelling”
- **Commission’s report on FOP labelling**
- European Alliance Against the Traffic Light Labelling Systems



# Commission's report on FOP labelling

- Article 35 to Reg. 1169/2011 on additional forms of expression and presentation

5. By 13 December 2017, in the light of the experience gained, the Commission shall submit a report to the European Parliament and the Council on the use of additional forms of expression and presentation, on their effect on the internal market and on the advisability of further harmonisation of those forms of expression and presentation. For this purpose, Member States shall provide the Commission with relevant information concerning the use of such additional forms of expression or presentation on the market in their territory. The Commission may accompany this report with proposals to modify the relevant Union provisions.

# Commission's report on FOP labelling

- Report to be based on data/information collected through stakeholders and Member States consultations
- It will also consider:
  - Not only schemes under art. 35 to FIC but also logos/symbols (e.g. keyhole scheme)
  - The international situation



# Front-of-pack nutrition labelling

- French testing and TRIS-notification
- Six big companies project on “Evolved Nutrition Labelling”
- Commission’s report on FOP labelling
- European Alliance Against the Traffic Light Labelling Systems



# European Alliance Against the Traffic Light Labelling Systems

- Federalimentare, Coldiretti and a first group of MEP coordinated by Paolo De Castro (first vice-president EP AGRI Committee) created the "**European Alliance Against the Traffic Light Labeling Systems**".
  - **Why? Counter traffic light schemes:**
    - Misleading, discriminatory and incomplete information
    - System spreading in several EU countries
    - Hindering the functioning of common market
- “The traffic light labeling system does not inform, but it determines the consumer's choice”***

# European Alliance Against the Traffic Light Labelling Systems

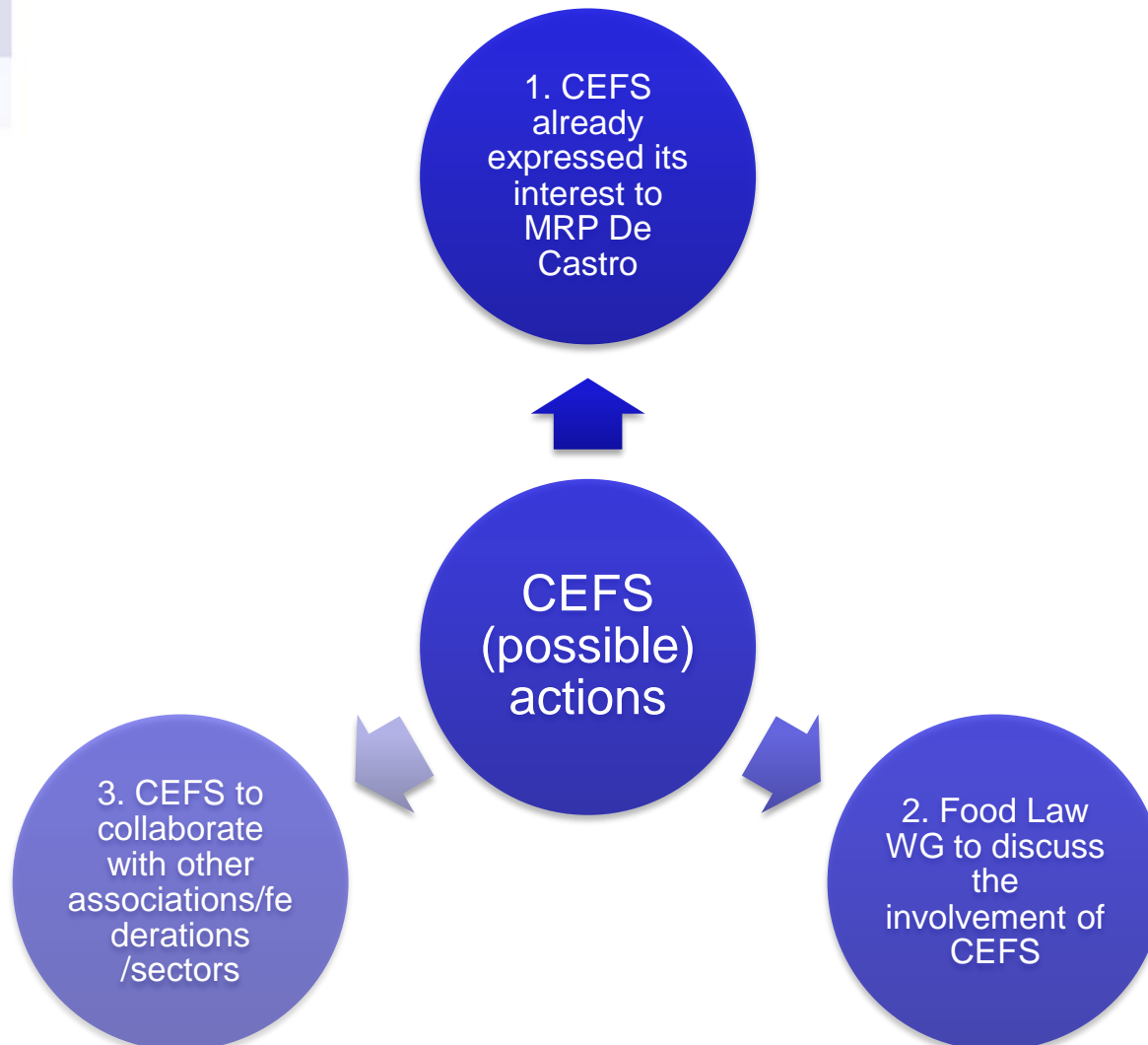
- **Aim of the Alliance:**

- To ask EU to intervene actively, by defining a regulatory framework to ensure greater transparency and unity across Europe → EU approach
- To promote the most appropriate solutions to meet the need for ever more detailed and readable information on the part of the consumer

- **How:**

- Open discussion areas and reflection on the topic: contribution to the updating and strengthening of FIC reg. on the basis of transparency and the real interest of the consumers

# European Alliance Against the Traffic Light Labelling Systems



***THANK YOU !***

