

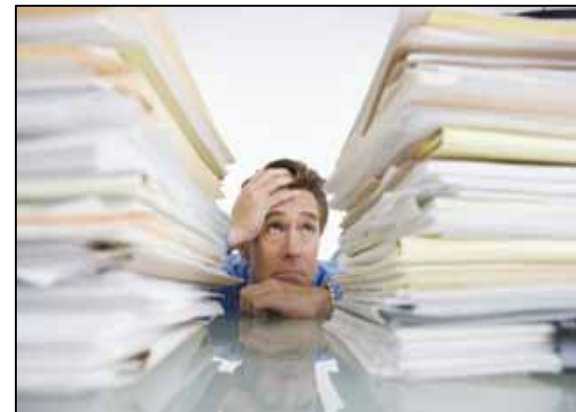


Leatherhead Food International

# New and Emerging Legislation

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**56<sup>th</sup> BCCC Technology Conference**  
**27 March 2009**



# Summary

1. Overview of LFI
2. Current Labelling
3. Clean labelling trend
4. Proposed regulation on Consumer Information
5. Nutrition & Health claims
  - Health Claims
  - Nutrient profiles



# 1. Overview of LFI

LFI established as Research Association in 1919 to carry out research for the UK Food Industry

- Membership of over 1000 food companies
- Staff of 200 scientists & knowledge experts
- 110,000 sq feet of laboratories, pilot plant, training and conference facilities



# Some of our 1000 members



First you add knowledge...













# Strategic Platforms

- Regulation
- Nutrition
- Safety
- Innovation
- Knowledge Transfer



## 2. Current Labelling

**All labels must carry the following information:**

-  **Name under which product is sold**
  -  **List of Ingredients**
  -  **QUID**
  -  **Allergen declaration**
  -  **Net quantity**
  -  **Durability information**
  -  **Storage Conditions/Instructions**
  -  **Name & address**
  -  **Origin indication where omission could mislead**
- 

# 3. Clean Labelling Trend



**free from  
artificial colours  
and flavourings**

***All natural***

**NO nasty  
sweeteners**

**Free from trans  
fats**

**With no  
preservatives  
or E-numbers**

# New EC Additives Regulation (1333/20



## Annex V - Labelling of certain food colours

- *E 110 Sunset yellow*
- *E 104 Quinoline yellow*
- *E 122 Carmoisine*
- *E 129 Allura Red*
- *E 102 Tartrazine*
- *E 124 Ponceau 4R*

***“Name or E no. of the colour may have an adverse effect on activity and attention in children”***

- **Will apply from 20 July 2010**



# 4. Food information to Consumers

- Proposed Regulation published:  
30 January 2008
- Aim: to consolidate and update
  - 2000/13/EC food labelling
  - 90/496/EEC nutrition labelling
- Estimation: in force in 2010?



# ‘The provision of food information to consumers’

Some key areas under discussion:

- Legibility issues
- Mandatory front of pack nutritional labelling
- Origin labelling – remains voluntary but tighter criteria
- Mandatory allergen labelling on loose foods
- National nutrition labelling schemes
- Transition period



# Legibility



## Proposal

- 3mm min font size
- Exemption for small packs
- Significant contrast
- Certain information in same field of vision

## Discussions in Council

- x-height proposed (1.2 mm)
- Min pack size not changed
- Guidance on contrast in Annex





# Legibility – Council Position (February 09)

- ‘..the mandatory particulars (general) shall be printed on the package or on a label in characteristics using a font size where the x-height,..., is equal to or greater than [1.2mm]’
- ‘It shall be presented in such a way so as to ensure a significant contrast between print and background’



# Nutrition Labelling



## Proposal

- Mandatory to list following nutrients:
  - ✓ Energy
  - ✓ Fat
  - ✓ Saturates
  - ✓ Carbohydrates *with specific reference to sugars*
  - ✓ Salt
- In principle field of vision (front of pack)
- List of optional nutrients

## Discussions in Council

- Support for some form of mandatory declaration
- ‘with specific reference to sugars’ not needed?
- Support for principle field of vision



# Nutrition Labelling- Expression



## Proposal

- Per 100g/ ml **or** per individual portion pack
- % of reference intake values (RIV)

## Discussions in Council

- Per 100g/ ml **and** optionally per portion
- Some support for voluntary % RIV
- EFSA to provide an opinion on RIV for macronutrients



# 5. Nutrition & Health Claims

## EC Regulation 1924/2006 – key areas

- Covers **commercial communications** (labelling, advertising, presentation, menus, branding)
- **General principles and conditions** for all claims
- Lists authorised **nutrition claims** (Annex)
- Provides for a **future EC register of well established health claims** by Jan 2010
- **Pre-market approval** system (EFSA) for:
  - Claims based on ‘new’ science and/or proprietary data
  - Disease risk reduction and children’s health claims



# 5.1. Health Claims

- **function, growth & development claims** (Art 13.1a)
- **psychological claims** (Art 13.1b)
- **weight related claims** (Art 13.1c)
- **‘new’/ proprietary claims** (Art 13.5)
- **disease risk reduction claims** (Art 14)
- **children’s claims** (Art 14)



# Article 13 Claims Progress



- 4,185 main 'function' health claims (Article 13) received by EFSA (10,000 similar claims)
- Consolidated list and database of pre-screened, submitted claims:  
[http://www.efsa.europa.eu/EFSA/efsa\\_locale-1178620753812\\_article13.htm](http://www.efsa.europa.eu/EFSA/efsa_locale-1178620753812_article13.htm)
- So far, five Article 13.5 claims rejected



# Article 14 Claims Progress

- Submitted applications for disease risk reduction claims and children's claims recorded in EFSA's [Register of Questions](#)
- Over 200 claims of this type awaiting validation and evaluation
- 42 Opinions so far  
(Positive only for 3 disease reduction claims and 7 children's claims)

[http://www.efsa.europa.eu/EFSA/efsa\\_locale-1178620753812\\_article14.htm](http://www.efsa.europa.eu/EFSA/efsa_locale-1178620753812_article14.htm)



# Article 14 Claims Progress

## Positive EFSA opinions on disease reduction claims:

- **Plant sterols:** *“Plant sterols have been shown to lower/reduce blood cholesterol. Blood cholesterol lowering may reduce the risk of coronary heart disease”.*
- **Plant stanol esters:** *“Plant stanol esters have been shown to lower/reduce blood cholesterol. Blood cholesterol lowering may reduce the risk of coronary heart disease”*
- **Xylitol chewing gum/pastilles:** *“Xylitol chewing gum reduces the risk of caries in children”*



# Article 14 Claims Progress

## Positive EFSA opinions on children's claims:

- ALA and LA and growth and development of children
- DHA and ARA and visual development in infants and young children (0-3)
- Vitamin D and bone growth
- Calcium and bone growth
- Calcium and vitamin D and bone strength
- Dairy fresh cheese and bone growth
- Animal protein and bone growth

*“calcium and vitamin D are needed for normal growth and development of bone in children”*

## 5.2. Nutrient Profiles



- Regulation requires the Commission to establish nutrient profiles for foods in general, or certain categories of foods, bearing nutrition or health claims
- Aim is *“to avoid a situation where nutrition or health claims mask the overall nutritional status of a food product which could mislead consumers when trying to make healthy choices”*
- Exemptions for certain foods, e.g. honey, fruit & vegetables, and adapted thresholds for defined categories
- Once introduced (now likely to be summer 2009) - 2 years to comply



Food category		Specific conditions*	Thresholds		
			Sodium (mg/100g or 100ml)	Saturates (g/100g or 100ml except when specified otherwise)	Sugars (g/100g or 100ml)
Cereal and cereal products	Breads containing at least 3 g of fibre per 100 g or at least 1,5 g of fibre per 100 kcal.	Minimum 50g of cereals per 100g of finished products	700 until [date of adoption + 6 years] 400 from [date of adoption + 6 years]	5	15
	Cereal and cereal products except breakfast cereals	Minimum 50g of cereals per 100g of finished products	400	5	15
	Breakfast cereals	Minimum 50g of cereals per 100g of finished products	500	5	25
.....		.....	...	.	..
Other foods		Solid foods, insofar as they do not qualify for one of the above	300	2	10

# Nutrient Profiles – Exceptions for Certain Nutrition Claims

- a) **‘Reduced’** claims (for fat, saturates, trans fatty acids, sugars and salt/ sodium)
  
- b) Nutrition claims where:
  - a **single nutrient** exceeds the profile
  - **“High [x] content”** appears close to, on same side and with same prominence as claim



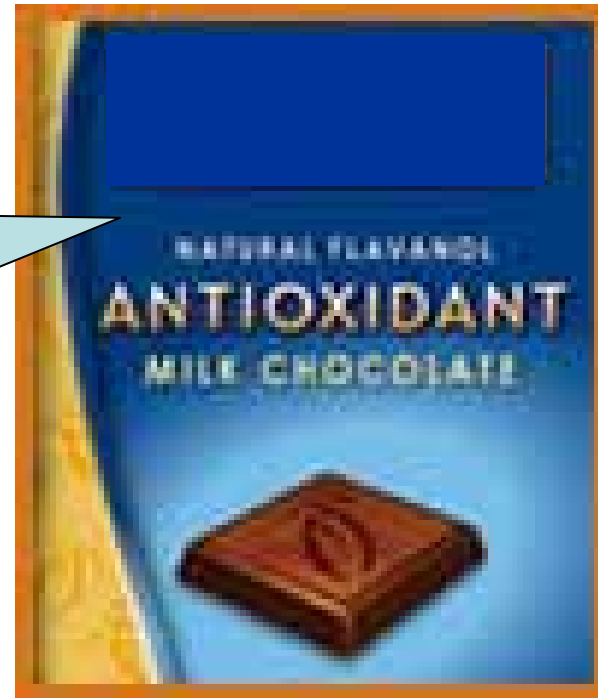
# Exception where single nutrient exceeds profile



"Fat free...  
High sugar"

# NUTRIENT PROFILES - FAIL ANY ASPECT...

**NO HEALTH  
CLAIMS!!!**





Any  
Questions?

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