

**Current
statutory
food labelling
requirements**

**Food labelling
requirements are laid
down under the
Food Safety Act 1990.
Information on food
labels assist consumers in
the following ways:**

- **By giving information about the food products so that they know what they are buying**
- **By allowing consumers to make informed dietary choices**
- **By giving information on how to use and store foods.**
- **By allowing consumers to choose between different foods and brands.**

Information

The name of the food
or a description of what
the product is

How this would help the consumer make choices

- Consumers know exactly what the food is.
- Can take account of likes and dislikes.

Note – If the food has been processed in some way the process must be named.

Information

A list of ingredients in descending order (the first on the list is the largest ingredient)

How this would help the consumer make choices

- Can take account of likes/dislikes, allergic reactions, vegetarian foods.

Information

How this would help the consumer make choices

The shelf-life:
'Use by' or 'Best before'
are required by law

'Use by': This is used on highly perishable foods, e.g. yoghurt, chicken. These foods will become a food-poisoning risk if eaten after the stated date.

'Best before': This is used on foods like pasta, flour, biscuits, tinned and dried foods. These have a longer shelf-life and are not likely to have 'gone off' when they reach their deadline.

Information

**How this would help
the consumer make
choices**

Food additives

Some consumers are allergic to certain additives and need to know if they are present in a food.

Information

How this would help the consumer make choices

Name and address of manufacturer, packer or EU seller

- May be needed in case of complaint.
- May have a good reputation re quality – which could encourage consumers to buy.

Information

How this would help the consumer make choices

Weight or volume of product

- Helps the consumer to work out value for **money and compare products.**

A lot of pre-packed goods carry the 'e' mark. This means that the average quantity must be accurate but the weight of each pack may vary slightly.

Information

**How this would help the
consumer make
choices**

**Place of
origin / where
it comes from**

Some consumers may avoid products from certain countries on moral grounds.

Information

**How this would help the
consumer make
choices**

**Storage
instructions**

If followed
correctly, the
consumer is
assured that food is
safe to eat.

Information

**How this would help the
consumer make
choices**

**Instructions for
use/ cooking**

- Helps to ensure that food is correctly **prepared**.
- Lets the consumer know whether he/she has the time/ability/equipment to prepare food.

GM ingredients

In April 2004 new rules for GM ingredients came into force within the EU.

The presence of genetically modified organisms (GMOs) or ingredients from GMOs must be indicated on the label

An EU Directive in 2003, which came into force in 2004 states that Food manufacturers are required to list 12 potentially allergic ingredients.

The allergens include cereals containing **gluten, fish, crustaceans (including crab and shrimp), peanuts, soy, milk and dairy products, nuts, celery, mustard, sesame seed and sulphites.**

The list of allergenic food ingredients is updated as required

**Current
voluntary food
labelling
requirements**

- **Nutritional info**
 - **Bar codes**
- **Customer-care info**
- **Environmental info**

Sample label for
Macaroni & Cheese

① **Start Here** →

② **Check Calories**

③ **Limit these
Nutrients**

④ **Get Enough
of these
Nutrients**

⑤ **Footnote**

Nutrition Facts			
Serving Size 1 cup (228g) Servings Per Container 2			
Amount Per Serving			
Calories 250	Calories from Fat 110		
	% Daily Value*		
Total Fat 12g	18%		
Saturated Fat 3g	15%		
Trans Fat 3g			
Cholesterol 30mg	10%		
Sodium 470mg	20%		
Total Carbohydrate 31g	10%		
Dietary Fiber 0g	0%		
Sugars 5g			
Protein 5g			
Vitamin A	4%		
Vitamin C	2%		
Calcium	20%		
Iron	4%		
* Percent Daily Values are based on a 2,000 calorie diet. Your Daily Values may be higher or lower depending on your calorie needs.			
	Calories	2,000	2,500
Total Fat	Less than	65g	80g
Sat Fat	Less than	20g	25g
Cholesterol	Less than	300mg	300mg
Sodium	Less than	2,400mg	2,400mg
Total Carbohydrate		300g	375g
Dietary Fiber		25g	30g

⑥ **Quick Guide
to % DV**

• **5% or less
is Low**

• **20% or more
is High**

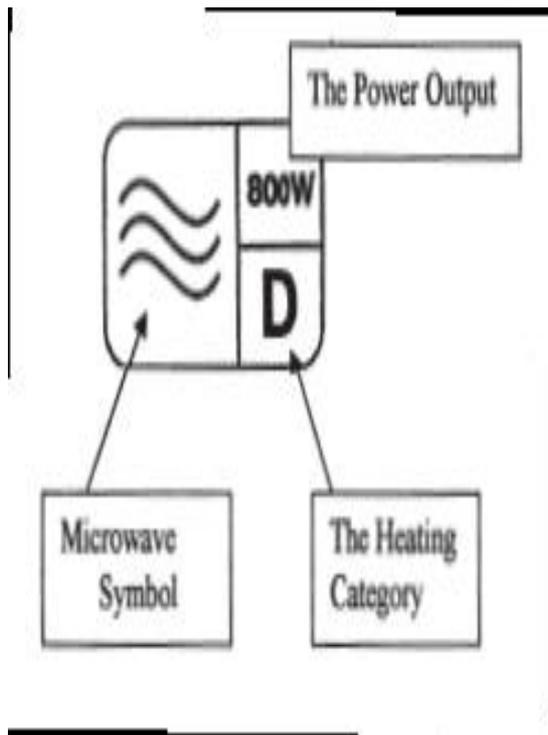


Bar codes are useful to the consumer because they:

- speed up payments at point of sale as the product can be electronically scanned;
- allow less chance of the consumer being wrongly charged at point of sale;
- allow for better stock control ensuring adequate choice and range of goods available in store;
- give the consumer the opportunity in some retail outlets to self-scan products, speeding up the shopping process

Microwave labelling scheme

The **microwave symbol** shows that the oven has been labelled in compliance with the scheme.



The figure in the **power output box** shows the power output of the oven in watts based on an internationally agreed standard. The higher the number the faster the food will be heated therefore the shorter the cooking time.

The **heating category box** shows a letter. This is the heating category based on the oven's ability to heat small food packs.



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- **Products have to be free of animal flesh, meat or bone stock**
- **Products and ingredients should not have been tested on animals.**
- **Eggs used must be free range**
- **Products must be GM free**
- **Products must also be free from cross-contamination with non-vegetarian products/ingredients in the production process.**

Organic food labels



The term 'organic' or 'organically grown' when applied to meat and dairy products or fruit and vegetables means that the products have been produced without the aid of artificial chemicals like pesticides or hormones.

**How might
organic food
labels influence a
consumer's
choice?**

- The product has been produced naturally.
- It has been grown without the aid of artificial fertilisers and pesticide sprays, and this may be important to consumers who have allergies.
- Its production causes limited damage to the environment: it avoids causing pollution, maintains valuable existing landscape features and habitats for production of wildlife and, in particular, for endangered species.
- In using organically grown produce the consumer is confident no man-made chemicals that are carcinogens have been used.

Star ratings for refrigerators/freezers

- * One week (-6°C) (store one week)
- ** One month (-12°C) (store one month)
- *** Follow best before (-18°C or colder)
- * *** Follow best before -18°C or colder. Can freeze fresh foods

Environmental information

Recycling

The following can be recycled and will have a symbol to show this.



1. Glass

- Glass can be used again to make ‘new’ glass, which is cheaper to produce.
 - ‘Bottle banks’ are provided so that consumers may dispose of their glass bottles.
 - Bottles may be deposited according to the colour of the glass.

2. Aluminium



- Aluminium can be recycled to produce new containers, which is cheaper than starting from new and helps to conserve energy.

3. Plastics

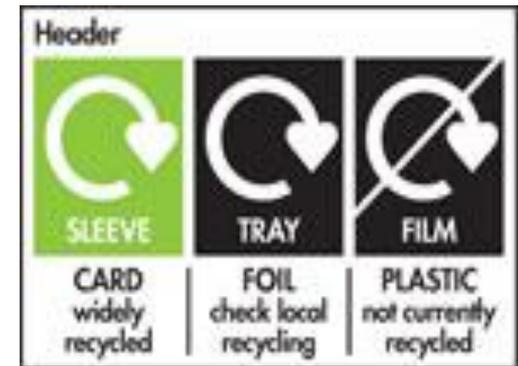


- Symbols on plastic will identify the type of plastic and if it can be recycled.

4. Packaging materials

A symbol is found on paper, card or packaging materials.

This indicates that recycled material has been used for that package, and also that it may be recycled again.



Tidyman symbol



- The Tidyman symbol encourages consumers to protect the environment by disposing of rubbish carefully. This symbol is found on snack foods such as crisps and cans of drink.