



# Food information to consumers – the first 100 days from the Commission perspective

**Dr. Tim Gumbel**  
**Deputy Head of Unit**  
**DG SANTE E4 – Nutrition, food composition and information**  
**European Commission**  
**AIIPA, Milan, 17 April 2015**



# Regulation (EU) No 1169/2011

- *Holistic approach to food information*
- *Response to consumer needs for user friendly and meaningful information*
- *Harmonised rules for internal market*
- *Open to new technology and challenges, frame for voluntary information*
- *Smooth entry into application, nutrition information to follow in December 2016*

# Major new elements

- *Broader scope – food/ mass caterers*
- *Information in case of distance selling*
- *Responsibilities of food business operators*
- *Room for mandatory information via modern technology in future*
- *Improved legibility of mandatory information*
- *Allergen information – improvements*

# In particular: origin labelling

- *Definition of country of origin and place of provenance*
- *Mandatory origin labelling for unprocessed prepacked meat other than beef*
- *Frame for voluntary information*

# Issues for Commission reports

- *Origin labelling of meat as an ingredient (provided to Council and EP)*
- *Origin labelling of milk/ milk as an ingredient (DG AGRI)*
- *Origin labelling of unprocessed foods, single ingredient products and ingredients that represent more than 50%*
- *Labelling of alcoholic beverages*
- *Trans fatty acids*

# Implementation of the Regulation

- *Transitional arrangements to minimise financial impact*
- *Commission contribution: fostering common understanding/ harmonised application by work with Member States (Q&A, expert groups, trainings...)-> to be continued...*