

The Farm to Fork Strategy



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The Farm to Fork Strategy

*“The Farm to Fork Strategy is at the heart of the European Green Deal aiming to **make food systems fair, healthy and environmentally-friendly.**”*

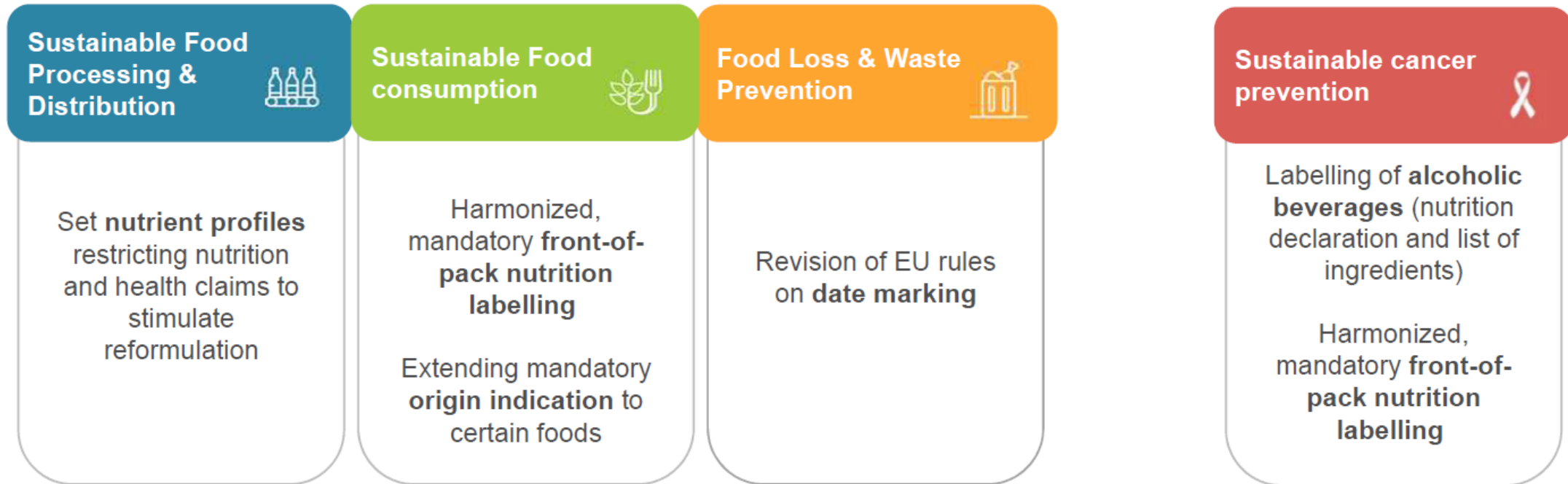


https://food.ec.europa.eu/horizontal-topics/farm-fork-strategy_en



F2F Strategy for a fair, healthy and environmentally-friendly EU food system by 2030

Europe's Beating Cancer Plan



Proposal for a revision of Regulation 1169/2011

Source: DG SANTE (E1 –Food information and composition) 28 April 2022

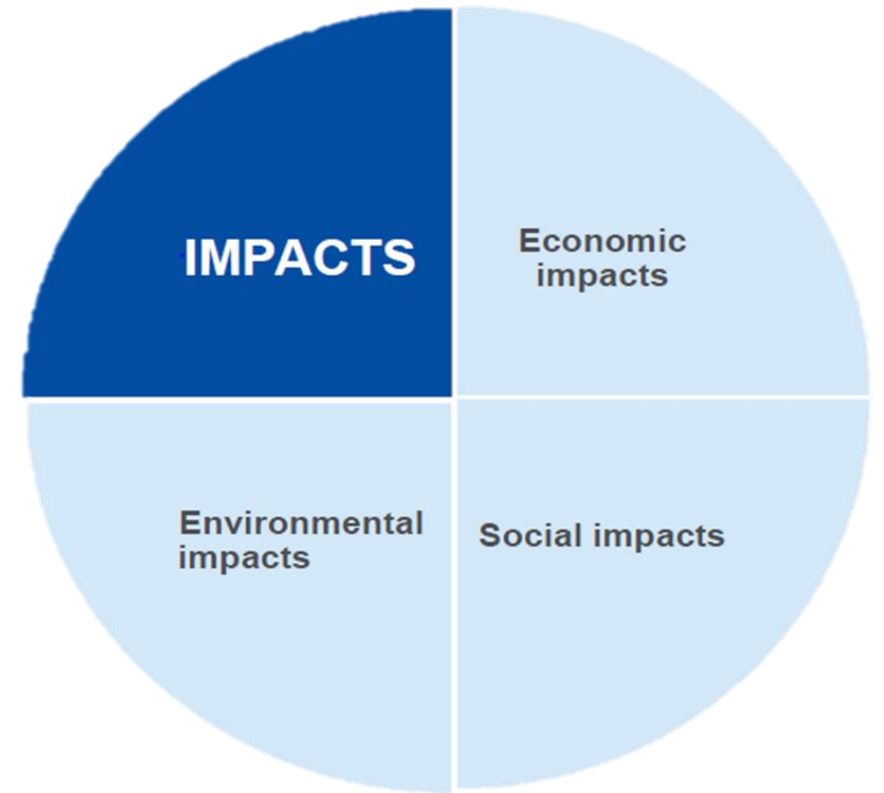


Preparatory work to support the proposal

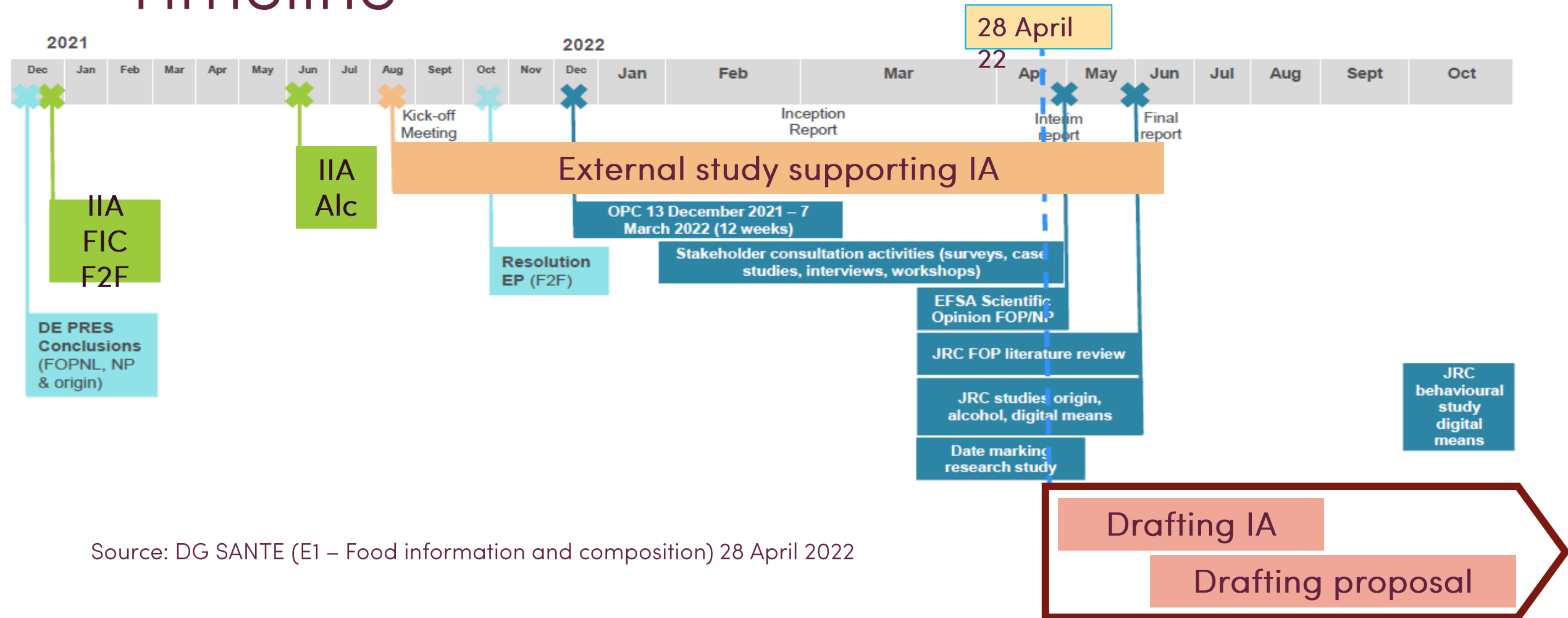
- Initial Impact Assessments
- Open public consultations & Targeted surveys interviews + case studies + workshops
- External study by contractor
- Additional scientific evidence (EFSA, JRC, Consumer research study date marking)

→ Impact assessment

→ Legislative proposal



Timeline



Source: DG SANTE (E1 – Food information and composition) 28 April 2022



Timing

- **Proposal & Impact Assessment** published at the same time
Initially expected Q4 2022 -> **delayed Q1 2023.**
- Long period between proposal and actual implementation of the new rules:
 - negotiations (Council, Parliament, Commission)
 - adoption
 - entry in application
 - transitional measures



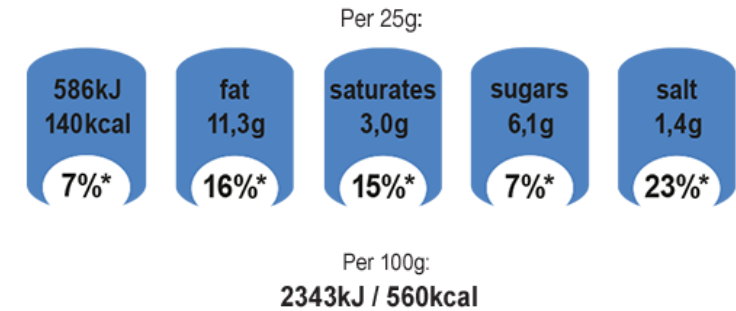
The Farm to Fork Strategy

Front-of-pack nutrition labelling & Nutrient profiles



FOPNL: existing rules

- Repetition of the BOP nutrition declaration (Art. 30.3 of 1169/2011)



- Additional forms of expression or presentation (Art. 35 of 1169/2011)

Each serving (150g) contains

Energy	Fat	Saturates	Sugars	Salt
1046kJ 250kcal	3.0g LOW	1.3g LOW	34g HIGH	0.9g MED
13%	4%	7%	38%	15%

- Claims Regulation 1924/2006 + Art. 36 of 1169/2011



Nutrient profiles:

- Should already have been adopted in 2009 under Reg. 1924/2006

Principles:

- Setting of thresholds for some nutrients (saturates, sugars, sodium, ...)
- Across all products or per food categories
- Above those thresholds: no health claims and limited use of nutrition claims

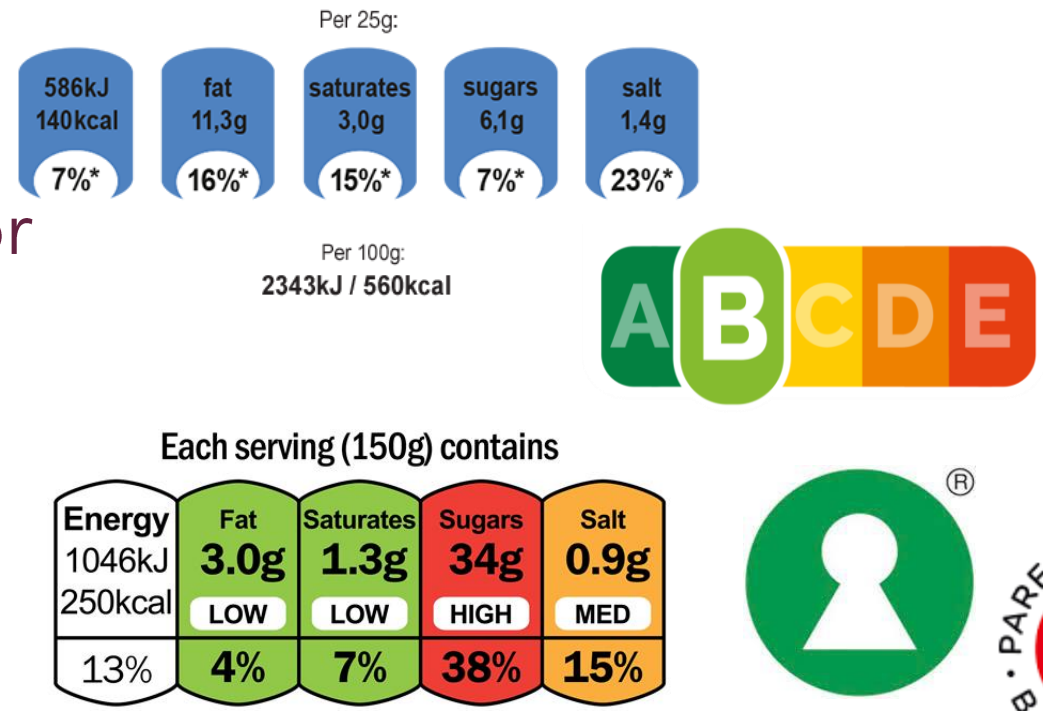


FOPNL & profiles: next steps under F2F

- mandatory and harmonized EU FOP nutritional label
- Setting of nutrient profiles (linked to the FOPNL scheme?)

Different options are considered:

- per nutrient / summary indicator
- evaluative / non-evaluative
- graded, endorsement, ...



ADOPTED: 24 March 2022

doi: 10.2903/j.efsa.2022.7259



JRC SCIENCE FOR POLICY REPORT

Front-of-pack nutrition labelling schemes: an update of the evidence

Addendum to the JRC Science for Policy report “Front-of-pack nutrition labelling schemes: a comprehensive review”, published in 2020

Scientific advice related to nutrient profiling for the development of harmonised mandatory front-of-pack nutrition labelling and the setting of nutrient profiles for restricting nutrition and health claims on foods

EFSA Panel on Nutrition, Novel Foods and Food Allergens (NDA),
Dominique Turck, Torsten Bohn, Jacqueline Castenmiller, Stefaan de Henauw,
Karen Ildico Hirsch-Ernst, Helle Katrine Knutsen, Alexandre Maciuk, Inge Mangelsdorf,
Harry J McArdle, Androniki Naska, Carmen Peláez, Kristina Pentieva, Frank Thies,
Sophia Tsabouri, Marco Vinceti, Jean-Louis Bresson and Alfonso Siani

Abstract

Following a request from the European Commission, the EFSA Panel on Nutrition, Novel Foods and Food Allergens (NDA) was asked to deliver scientific advice related to nutrient profiling for the development of harmonised mandatory front-of-pack nutrition labelling and the setting of nutrient profiles for restricting nutrition and health claims on foods. This Opinion is based on systematic



Front-of-pack nutrition labelling schemes: an update of the evidence

JRC SCIENCE FOR POLICY REPORT

- Consumers generally value FOPNL as a **quick and easy way to acquire nutrition information** when making purchase decisions.
- **Less complex labels require less attention and time** for consumers to be processed.
- In general, consumers, including consumers with lower income, **appear to prefer simple, colourful and evaluative summary FOP labels**, which are more easily understood, than more complex, non-evaluative, monochrome labels.
- FOPNL can **guide consumers towards healthier diets**.
- FOPNL seems to provide **incentives to food businesses to improve the nutritional quality** of their products, such as by reducing added salt or sugars.

https://joint-research-centre.ec.europa.eu/jrc-news/evidence-food-information-empowering-consumers-make-healthy-and-sustainable-choices-2022-09-09_en



The Farm to Fork Strategy

Date marking



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Date marking

“Better understanding and use of date marking on food, i.e. “use by” and “best before” dates, by all actors concerned, can prevent and reduce food waste in the EU.

A study carried out by the European Commission (2018), estimates that up to 10% of the 88 million tonnes of food waste generated annually in the EU are linked to date marking.”

https://food.ec.europa.eu/safety/food-waste/eu-actions-against-food-waste/date-marking-and-food-waste-prevention_en



Date marking: revision of the rules under F2F

→ Objective: improve consumer understanding and reduce food waste

Different options are considered:

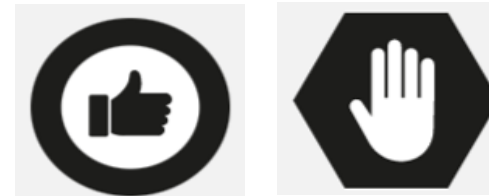
- Option 1: Extend the list of foods not requiring a 'best before' date.
- Option 2a: Abolish the 'best before' date.
- Option 2b: Abolish the 'best before' date and replace it by a 'production date'.
- Option 3: Improve the expression and presentation of date marking



Date marking: revision of the rules under F2F

- Option 3: Improve the expression and presentation of date marking
 - Use symbols to improve the expression and presentation of date marking.
 - Extend/change the wording to improve the expression and presentation of date marking.
 - Define a fixed positioning to improve expression and presentation of date marking.

+ combinations of all options



Best quality before x/x/x

Best before x/x/x
Often good after

Best before x/x/x
After look, smell, taste



Date marking: revision of the rules under F2F

- Option 3: Improve and present
- Use symbols and expressions for date marking.
- Extend/change to improve the presentation
- Define a new symbol to improve the presentation

+ combinations of all options

!! Importance of !!

- Consumer research to make sure that objectives are achieved without compromising food safety
- Technical feasibility
- Harmonization

x/x/x

Best before x/x/x
look, smell, taste



Date marking

“How date marking is utilised by food business operators and regulatory authorities in managing the supply chain can also have an impact on food waste.

For example, the approaches followed by food business operators in defining date marking (e.g. whether to utilise a "use by" or "best before" date), market practices (such as the amount of shelf life required by retailers on product delivery) (...).”

https://food.ec.europa.eu/safety/food-waste/eu-actions-against-food-waste/date-marking-and-food-waste-prevention_en



SCIENTIFIC OPINION



ADOPTED: 21 October 2020

doi: 10.2903/j.efsa.2020.6306

Guidance on date marking and related food information: part 1 (date marking)

SCIENTIFIC OPINION



ADOPTED: 10 March 2021

doi: 10.2903/j.efsa.2021.6510

Guidance on date marking and related food information: part 2 (food information)

Guidance to FBO's on:

- the decision to apply a 'use by' or 'best before' date
- approaches to determine shelf-life and required storage conditions
- storage conditions and/or time limit for consumption after opening the package
- the decision to provide additional information for opened packages
- advice to provide to consumers on thawing of frozen foods including storage conditions and times
- ...

Europe's Beating Cancer Plan

Labelling of alcoholic beverages



Labelling of alcoholic beverages: current rules

Regulation 1169/2011:

- Exemption from list of ingredients and nutrition declaration (Art. 16)
- 2017 Report of COM :

“... the Commission has not identified objective grounds that would justify the absence of information on ingredients and nutrition information on alcoholic beverages ...”

- Self-regulatory proposals from the sectors

Wines sector: energy on-label

full nutrition declaration & list of ingredients off-label

(Regulation 1308/2013 - from 8 December 2023)



Proposal of COM under the Cancer Plan

→ Mandatory labelling of the list of ingredients and nutrition declaration for all alcoholic beverages (> 1.2% Alc.)

- Options considered:

	1A	1B	1C	2
Energy value	ON-label	ON-label	ON-label	ON-label
Full nutritional information	OFF-label	OFF-label	ON-label	ON-label
List of ingredients	OFF-label	ON-label	OFF-label	ON-label



JRC TECHNICAL REPORT

Literature review on means of food information provision other than packaging labels

- Adoption of an exclusive display of food information using digital means seems inappropriate due to lack of scientific evidence on how these means are used by consumers in the marketplace or on their behavioral effects.
- Digital means do not seem to be the best option to improve accessibility of food information enabling consumers to make informed food choices.
- Food information directly available at the marketplace through menu labels, shelf labels, or point-of-sale signs seem to be better alternatives to facilitate consumers' choices of healthy diets.
- Providing food information only through digital means seems risky because it may permit access only to consumers who use mobile devices and are also motivated to scan QR codes or open weblinks, while restricting access from others.



https://joint-research-centre.ec.europa.eu/jrc-news/evidence-food-information-empowering-consumers-make-healthy-and-sustainable-choices-2022-09-09_en

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