



# Consumer attitudes towards labelling

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## Labelling – function and responsibilities

- Labelling/ food information in general - tools
- Labelling – other factors relevant for choice
- Consumers' right to information
  - **Informed choice – economic, environmental, social and ethical considerations**
  - **Health protection (balanced diet/ safety)**
  - **Internal market**
- Responsibility of food business operator

## Labelling – part of the overall toolbox

- Labelling vs. traceability
  - **Traceability – risk management tool (food safety, action in case of risk –withdrawal/recall, prevention of wider trade disruption)**
  - **Relevance for consumers: distinction between affected and non-affected products**
  - **Implementation/ beneficial effects – fitness check**
- Other tools: responsibilities of food business operators, transparency/ role of controls

# Actual perception of labels by consumers

- Labels – understanding:
  - **Eurobarometer 342 on consumer empowerment, 2011: 60% of consumers interpret nutrition information correctly**
  - **Study on the functioning of voluntary food labelling schemes, 2013: 40% of consumers find references to scheme/ logo hard to understand**
  - **Eurobarometer 440 on CAP, 2015: 67% of consumers recognise quality labels/logos**
  - **Flash Eurobarometer 425 on food waste and date marking, 2015: 53% / 60% of consumers do not understand date marking on food labels correctly**

# Consumer expectations

- Labelling
  - **Clear, precise and truthful information regarding authenticity, composition, properties, innovative aspects, origin, compliance with standards**
  - **Origin information – discrepancy actual/ affirmed choices**
  - **Potentially interesting, voluntary information: production methods (welfare, sustainability)**
  - **Last step in the chain/ distinction from information passed on at earlier stages**

## Conclusions

- Function of labels/ other tools to ensure integrity
- Proper consumer understanding necessary basis
- Consumers are market actors, different expectations/ motivation of different consumer groups
- Future – foresight study "EU food safety and nutrition 2050"- non-verbal information or encoded information accessible in various languages?



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