



Notification Number: 2006/38/UK

## Voluntary Front of Pack Signpost Nutrition Labelling System

Date received : 25/01/2006  
End of Standstill : 26/04/2006 ( **26/07/2006**)  
Issue of comments by : Austria, Commission, Germany  
Issue of detailed opinion by : Spain

### Message

Message 001

Communication from the Commission - SG(2006) D/50241

Directive 98/34/EC

Notificación - Oznámení - Notifikation - Notifizierung - Teavitamine - Γνωστοποίηση - Notification - Notification - Notifica - Pieteikums - Pranešimas - Bejelentés - Notifika - Kennisgeving - Zawiadomienie - Notificação - Hlášenie-Obvestilo - Ilmoitus - Anmälan : 2006/0038/UK.

No abre el plazo - Nezahajuje odklady - Fristerne indledes ikke - Kein Fristbeginn - Viivituste perioodi ei avata - Καμμία έναρξη προθεσμίας - Does not open the delays - N'ouvre pas de délais - Non fa decorrere la mora - Neietekmē atlikšanu - Atidėjimai nepradedami - Nem nyitja meg a késések - Ma' jiftaħ il-perijodi ta' dawmien - Geen termijnbegin - Nie otwiera opóźnień - Nao inicia o prazo - Neotvorí oneskorenia - Ne uvaja zamud - Määräaika ei ala tästä - Inleder ingen frist.

(MSG: 200600241.EN)

#### 1. Structured Information Line

MSG 001 IND 2006 0038 UK EN 26-04-2006 25-01-2006 UK NOTIF 26-04-2006

#### 2. Member State

United Kingdom

#### 3. Department Responsible

Department of Trade and Industry: Standards and Technical Regulations Directorate

#### 3. Originating Department

Food Standards Agency

#### 4. Notification Number

2006/0038/UK – C60A



## 5. Title

Voluntary Front of Pack Signpost Nutrition Labelling System

## 6. Products Concerned

A limited range of prepacked foodstuffs sold in retail outlets to the ultimate consumer.

## 7. Notification Under Another Act

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## 8. Main Content

The subject of this notification is draft guidance for a voluntary front of pack signpost labelling scheme. The scheme will present key nutritional information on certain foods in a prominent and easily understandable format and therefore help consumers to make healthier choices. The guidance will also provide a consistent basis for signposting and reduce potential confusion among consumers caused by the increasing use by retailers and manufacturers of different front of pack labelling systems. The UK Food Standards Agency (FSA) is currently conducting a public consultation exercise to gather stakeholders' views on two signposting formats. The results of this exercise will inform the FSA's decision as to which of the two to recommend for adoption. The UK has submitted a separate notification for each format.

This notification is for the Multiple Traffic Light (MTL) format (which is the favoured of two proposed formats). The MTL indicates whether the product is high, medium or low in fat, saturated fat, sugar and salt, with a corresponding colour coding.

It is proposed that this signposting be introduced on foods where research has shown consumers have difficulty assessing nutritional quality, and which are eaten frequently or in large quantities. These are: ready meals; breakfast cereals; pizzas; sandwiches; and meal components such as burgers, sausages, pies, breaded, formed or coated meat, meat alternatives, and poultry and fish products. It is not intended to apply the system to primary and minimally processed produce such as cheese, vegetable oils, ham or other types of meat.

## 9. Brief Statement of Grounds

The proposed scheme has been developed by the Food Standards Agency to meet commitments from the Government's White Paper: Choosing Health, and similar commitments published in Scotland, Wales and Northern Ireland.

The proposed scheme has been developed following a programme of extensive consumer research (all of which is published on the Agency's website - <http://www.food.gov.uk/>). This research has shown that: Consumers want to make healthier food choices, but many have difficulty using nutritional information as currently presented on food labels; consumers strongly support a standardised front of pack system, developed and controlled by an independent and authoritative body such as the Agency; and the proposed system is effective in helping consumers from a wide range of backgrounds to assess quickly and easily the nutrient content of foods, and therefore to make healthier choices.

## 10. Reference Documents - Basic Texts

e) No basic texts but information on the consultation exercise is available on <http://www.food.gov.uk/foodindustry/Consultations/>



**11. Invocation of the Emergency Procedure**

NO

**12. Grounds for the Emergency**

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**13. Confidentiality**

NO

**14. Fiscal measures**

NO

**15. Impact assessment**

RIA is attached.

**16. TBT and SPS aspects**

TBT Aspect

NO

The draft does not have a significant effect on international trade.

SPS Aspect

NO

The draft is not a sanitary or phytosanitary measure in the sense of Annex A of the SPS Agreement.

Catherine Day  
General Secretary  
European Commission

Contact point Directive 98/34  
Fax: (32-2) 296 76 60  
email: Dir83-189-central@cec.eu.int

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sent to :

BELNotif Qualité et Sécurité  
Mme Descamps

Bundesministerium für Wirtschaft Referat XA2  
Frau Christina Jäckel

Bundesministerium für Wirtschaft und Arbeit - Abteilung C2/1  
Frau MARKL Iris



Bundesministerium für Wirtschaft und Arbeit - Abteilung C2/1  
Frau Brigitte WIKGOLM

Cyprus org. for the promotion of quality Ministry of Commerce, Industry & Tourism  
M. Antonis Ioannou

Czech Office for Standards, Metrology and testing  
Mrs Lucie Ruzickova

Department of Trade and Industry STRD2  
Mr Philip Plumb

Délégation Interministérielle aux Normes  
Mme Piau

EFTA Surveillance Authority  
Mr. Gunnar Thor PETURSSON

ELOT  
M.Mourtzanos K

EU internal market coordination (Ministry of Economics)  
Mrs Zanda Liekna

Erhvervs- og Boligstyrelsen  
Lene Hald Nielsen

European Free Trade Association  
.

Hungarian Notification Centre Ministry of economy & transport  
Mr Zsolt Fazekas

Institut Belge de Normalisation  
Mme F. Hombert

Instituto Português da Qualidade  
Sra Cândida Pires

Kauppa-ja teollisuusministeri  
Ms. Leila Orava

Kommerskollegium  
Mme Jenni Altin

Lithuanian Standards Board  
Daiva Lesickiene

Malta standards Authority  
Dr Lorna Cachia



Min. of Economic Affairs & Communication  
Mr. Karl Stern

Min. of Industry, Energy & Technology  
Mr K. Polychronidis

Ministerie van Financien Belastingdienst - Douane / CDIU  
De Heer IJ.G. van der Heide

Ministerio de Asuntos Exteriores Secretaría de Estado para la Unión Europ  
Esther Perez Pelaez

Ministero delle attivit produttive F1 - Ispettorato tecnico industria  
Signor Vincenzo Correggia

Ministry of Economy, Labour and Social Dept for Europe & multilateral relations  
Mrs Barbara Nieciak

NSAI  
Mr Tony Losty

National Agency for Enterprise & Housing Dahlerups Pakhus  
Mr. Bjarne Bang Christensen

Office of standards, metrology & Testing Director of the department of European I  
Mrs Kvetoslava STEINLOVA

Représentation Permanente du Luxembourg  
.

Service de l'Energie de l'Etat  
Mr J.-P. Hoffmann

Slovenian Institute for Standardization SIST  
Mrs Vesna Stazisar

Undersecretariat of Foreign Trade General Directorate of Standardisation  
Mr Mehmet COMERT