

Durability labelling – legal perspective
Pernille Lundquist Madsen
Danish Veterinary and Food Administration
– Chemistry and Food Quality Division

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in 20 minutes...

1. FIC – from directive to regulation – one interpretation?
2. Focus on durability labelling - in a food waste perspective

Food information for consumers (FIC) regulation

1. Best before
2. Use by
3. Storage conditions/conditions of use

“best before” or
“use by” FIC art 24

In the case of foods which, from a microbiological point of view, are highly perishable and are therefore likely after a short period to constitute an immediate danger to human health, the date of minimum durability shall be replaced by the ‘use by’ date. After the ‘use by’ date a food shall be deemed to be unsafe in accordance with Article 14(2) to (5) of Regulation (EC) No 178/2002.

Uniform understanding?

In order to ensure a uniform application of the manner of indicating the date of minimum durability referred to in point 1(c) of Annex X, the Commission may adopt implementing acts setting out rules in this regard. Those implementing acts shall be adopted in accordance with the examination procedure referred to in Article 48(2).


Storage conditions art 25

Storage conditions or conditions of use

1. In cases where foods require special storage conditions and/or conditions of use, those conditions shall be indicated.
2. To enable appropriate storage or use of the food after opening the package, the storage conditions and/or time limit for consumption shall be indicated, where appropriate

Foods exempted for durability labelling

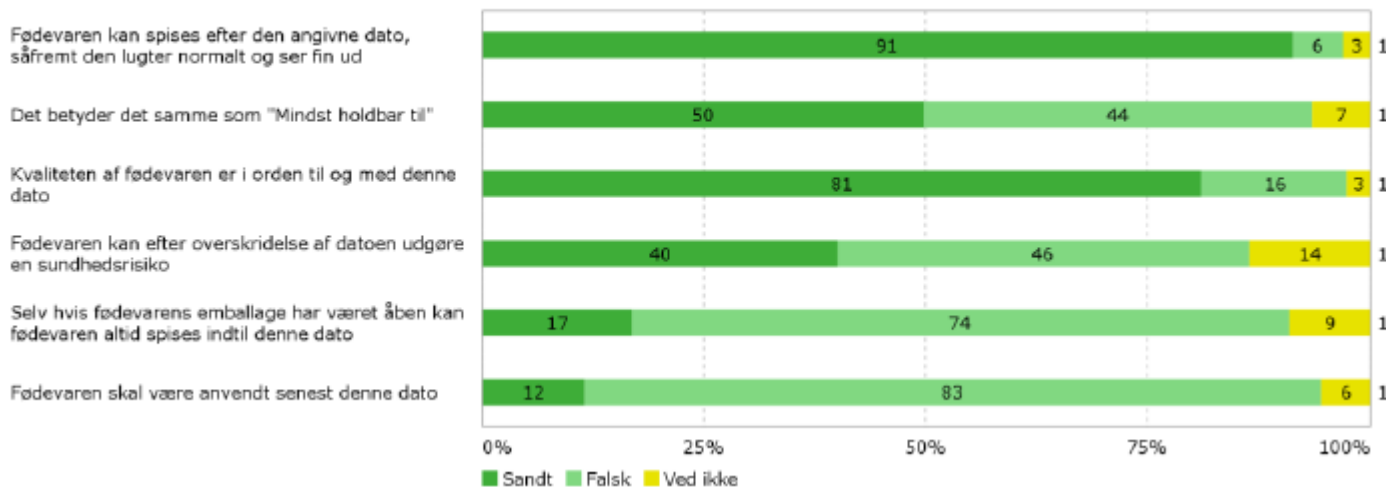
1. FIC annex X, part d
2. Extension of the list
3. Consumer information

A woman with dark hair, wearing a white polo shirt and a green shoulder bag, is looking down at a blue and orange product box in a grocery store aisle. The aisle is lined with refrigerated shelves filled with various food items. The lighting is bright, and the background is slightly blurred, focusing attention on the woman and the product box.

Does the consumer understand the durability labelling?

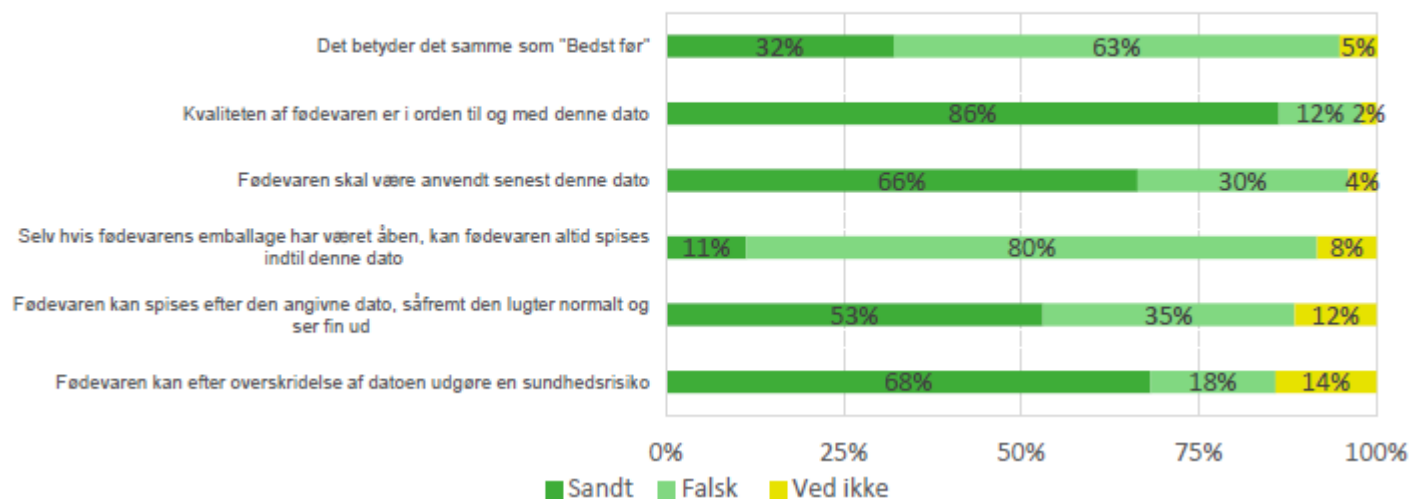
Understanding "best before"

Hvad betyder "Bedst før" på en fødevarer?



Understanding "use by"

Hvad betyder "Sidste anvendelsesdato" på en fødevarer?



To further consideration
on our way
to reduce food waste

1. Responsibility
industry/authorities
2. Guidelines?
3. Enforcement
4. Consumer education
5. Consumer information

Thank you!
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MIND THE DATE

What do I do, when the food has passed its date of durability

Which date labelling is used on the product?

Use by

Best before

Have you stored the food properly?

No

Yes

Does it
SMELL/TASTE/LOOK
Fine

No

Yes

Throw the
food in the
bin. It can
present a
health risk

This food
can still be
eaten

Forbrugerrådet
Tænk

Ministry of Environment
and Food of Denmark
Danish Veterinary and
Food Administration

- Consumer campaign
- www.tjekdatoen.dk
- Reduce food waste in private households.