



DUAL QUALITY OF FOOD PRODUCTS

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What is the issue?

Consumers from a number of EU countries have complained that the quality of some products, such as soft drinks, coffee or fish fingers, is lower in their home country when compared to products by the same producer sold under the same brand across the border.



EU actions:

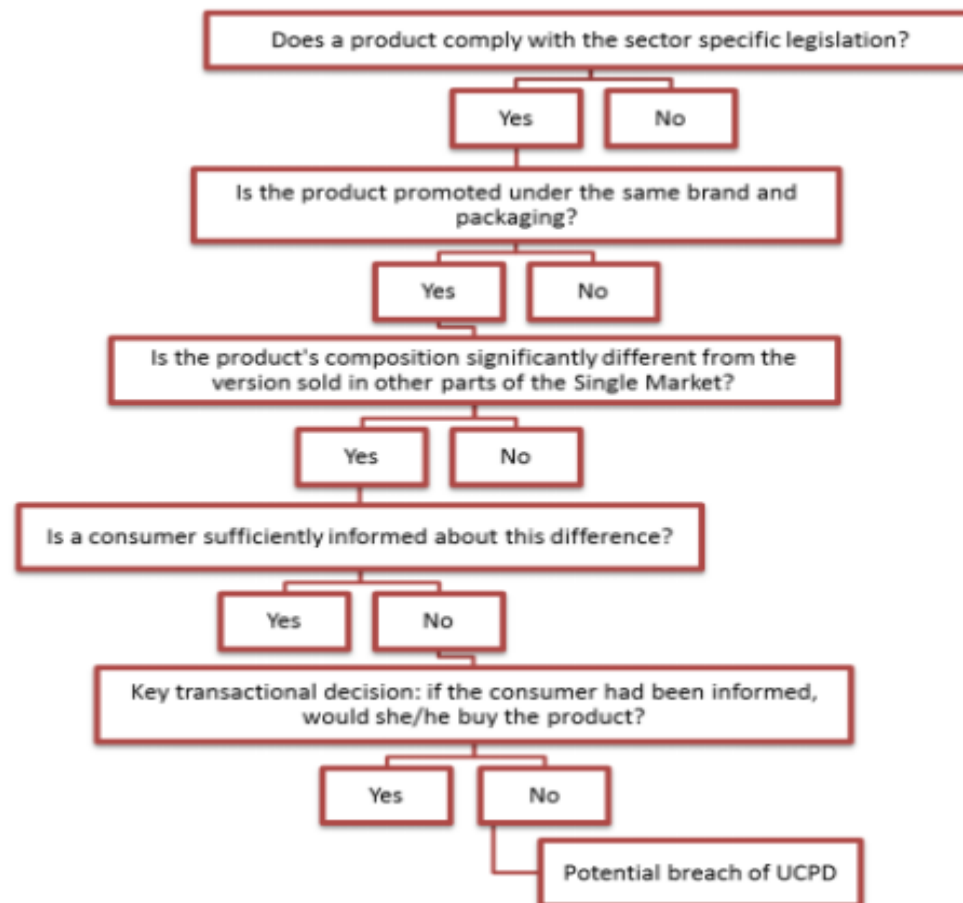
- Dialogue industry, consumers and national authorities: HLF; workshops, EU network
- Guidelines on the application of EU food and consumer laws to dual quality products.
- JRC common testing method.
- A high-level ministerial meeting on the topic of dual food quality organised in Bratislava by the Slovak and Czech governments.



New guidelines

- Food information legislation (Regulation 1169/2011),
- General food law (Regulation 178/2002),
- Unfair commercial Practices Directive (Directive 2005/29/EC).

Flowchart: how to assess potentially unfair business practices (Source EC)



HLF Sherpa group

20/06/2017 - Presentation of an Slovak consumer association (Poprad)

Example of products with larger differences greatly affecting quality:

10 FISH FINGERS, DEEPLY FROZEN, IGLO
10 FISCHSTÄBCHEN - The differences in the labelling as well as in recorded quantity of fish meat, in the product sold in Slovakia declared 58%, in the product of Austria 65%.

Reactions

EU Food Industry - companies use different recipes in the different countries to tackle with the different consumers expectations.

Member states - evidence-based discussion is needed rather than new legislation.



Thanks for your attention!