

Food labelling policy and the European Food Information to Consumers regulation 9th July 2015

CONDITIONS FOR USE OF TRANSCRIPTS:

This document is intended to provide a timely reference for interested parties who are unable to attend the event to which it refers. Some portions are based on transcripts of proceedings and others consist of text submitted by speakers or authors, and are clearly marked as such. As such, apart from where it is indicated that the text was supplied by the speaker, it has not been possible for the transcript to be checked by speakers and so this portion of the document does not represent a formal record of proceedings. Despite best endeavours by Westminster Forum Projects and its suppliers to ensure accuracy, text based on transcription may contain errors which could alter the intended meaning of any portion of the reported content. Anyone who intends to publicly use or refer to any text based on the transcript should make clear that speakers have not had the opportunity for any corrections, or check first with the speaker in question. If in doubt please contact the forum first.

Contents

About this Publication	3
<u>Agenda</u>	4
Session Chair's opening remarks	
Lord Haskins (transcript)	6
Challenges and priorities for food labelling and information policy	
Stephen Pugh, Head of Food Labelling, Department for Environment, Food and Rural Affairs (transcript)	7
Questions and comments from the floor (transcript)	12
Implementing the European Food Information to Consumers regulations: progress and next steps	
Ashley Finney, Lead Product Compliance Manager, Wm Morrison Supermarkets (transcript)	16
Questions and comments from the floor (transcript)	17
Innovation in packaging and labelling	
Martin Kersh, Executive Director, Foodservice Packaging Association (transcript)	22
Enforcement, innovation and the impact on businesses and consumers	
Phil Dalton, Head of Regulatory, Sun Branding Solutions Legal (transcript)	25
Norman Bagley, Policy Director, Association of Independent Meat Suppliers (transcript)	27
David Pickering, Lead Officer Food & Nutrition, Chartered Trading Standards Institute (transcript)	29
Questions and comments from the floor with Martin Kersh, Executive Director,	
Foodservice Packaging Association (transcript)	31
Session Chair's closing remarks	
Lord Haskins (transcript)	37
Session Chair's opening remarks	
Baroness Scott of Needham Market (transcript)	38
Traffic light labelling, health claims and mandatory nutritional information	
Professor Monique Raats, Director, Food, Consumer Behaviour and Health Research Centre,	
University of Surrey (transcript)	39
Encouraging healthy choices through nutritional labelling	
Simon Gillespie, Chief Executive, British Heart Foundation (transcript)	43
Patterns of consumer behaviour: measuring the impact of product information	
Cathy Capelin, Strategic Insight Director - Nutrition, Kantar Worldpanel (transcript)	46
Questions and comments from the floor (transcript)	49
The future for country-of-origin labelling	
Dirk Jacobs , Deputy Director General and Director Consumer Information, Diet and Health,	
FoodDrinkEurope (transcript)	53
Allergens labelling: providing consumer information in a non-retail environment	
Ufi Ibrahim, Chief Executive, British Hospitality Association (transcript)	56
Calorie content and alcohol labelling policy	
Shirley Cramer, Chief Executive, Royal Society for Public Health (transcript)	59
Steve Livens, Policy Manager, Product Assurance & Supply Chain, British Beer and Pub Association (transcript)	62
Questions and comments from the floor (transcript)	65
Concluding thoughts	
Stephen Pugh, Head of Food Labelling, Department for Environment, Food and Rural Affairs (transcript)	68
Session Chair's and Westminster Food & Nutrition Forum closing remarks	00
Baroness Scott of Needham Market (transcript)	69
Michael Ryan, Deputy Editor, Westminster Food & Nutrition Forum (transcript)	70
Comments	, ,
Professor lain Fraser, University of Kent	71
Jasmijn de Boo, CEO, The Vegan Society	71 72
Jen Elford, Head of Research & Information, The Vegetarian Society	72
List of Delegates Registered for Seminar	74
Contributor Biographies	81
CONTINUATOR DIOGRAPHICS	91

Please be advised that speakers' PowerPoint presentations are included within the transcript itself, just beneath the relevant speaker's text. Please note that not all speakers are able to grant permission for us to include their slides.

About this Publication

This publication reflects proceedings at the Westminster Food & Nutrition Forum Keynote Seminar: Food labelling policy and the European Food Information to Consumers regulation held on 9th July 2015. The views expressed in the articles are those of the named authors, not those of the Forum or the sponsors, apart from their own articles.

Although Westminster Food & Nutrition Forum is grateful to all sponsors for the funding on which we depend, participation in events and publications is never conditional on being a sponsor. As well as funding ongoing operations, sponsorship enables the Forum to distribute complimentary copies of publications, and offer complimentary tickets for events, to Government ministers, parliamentarians and officials most involved in policy.

This publication is copyright. Its copying, in whole or in part, is not permitted without the prior written consent of the publishers. However, extracts of the text may be reproduced for academic or review purposes, subject to the conditions of use outlined in the previous page, providing they are accurate, are not used in a misleading context and the author, their organisation and the Westminster Food & Nutrition Forum are acknowledged. We would also appreciate being informed.

Westminster Food & Nutrition Forum

UK Headquarters 4 Bracknell Beeches Old Bracknell Lane West Bracknell Berkshire RG12 7BW

T: 01344 864796 F: 01344 420121 publications@westminsterforumprojects.co.uk

Directors

Peter van Gelder Chris Whitehouse