

## 21<sup>st</sup> CENTURY CONSUMER FOOD INFORMATION: IT'S COMING!

### INTRODUCTION EVENT OF THE FOOD INFORMATION TRANSPARENCY INITIATIVE (FITI)

18 November 2011, Résidence Palace, Rue de la Loi 155, Brussels

#### MEETING REPORT

The event was chaired by Dr Josephine Wills, Director-General of the European Food Information Council (EUFIC).

#### 1. The Food Information Transparency Initiative (FITI)

The Food Information Transparency Initiative is a joint project of Orange House Partnership ([www.orangeOhouse.eu](http://www.orangeOhouse.eu)), Schuttelaar & Partners ([www.schuttelaar-partners.com](http://www.schuttelaar-partners.com)), Bureau Brussels ([www.bureaubrussels.eu](http://www.bureaubrussels.eu)) and Caesar Experts ([www.caesar.nl](http://www.caesar.nl)). The concept was born as a challenging idea in September 2009 and gradually developed into a project proposal in summer 2010. Following a wide consultation round and numerous bilateral discussions with the European Commission, national food management authorities in the EU, multinational food producers and retailers, food certification organisations, consumer groups, environmental NGOs and other NGOs with an ethical objective, the project was modified and adjusted taking into account the many suggestions and critical advices received. Late spring 2011 the project management team considered that the project was ready to be presented and discussed with an audience comprising professionals from the public and private food sector. Subsequently, the project introduction event was announced in September 2011 to invited experts and took place on 18 November 2011 at the Residence Palace in Brussels. The agenda of the event is attached to this report as **Annex 1**. Some 61 experts attended the event and the list of participants is attached to this report as **Annex 2**.

#### 2. Project Introduction

Mr Herman Koëter, Managing Director at Orange House Partnership and co-initiator and Chair of the FITI Project, introduced the initiative and indicated that the project is driven by consumer demand for better and more resourceful information. He further emphasised that the project is future oriented with respect to both the availability of modern communication tools and the type and level of detail of food information considered as relevant by the consumer. Therefore, the food information will be based on a building block approach, i.e. access to the food information provided can be personalised in accordance with the individual consumer's preference and priority for particular information (such as sugar/glucose content for a diabetic person). In other words, the consumer can choose the elements he considers important.

The project aims to better inform the consumer on the food product he intends to buy. The FITI approach will use modern digital technologies that allow presenting more food information more quickly than is possible by means of the label or other traditional information carriers. Especially young people are likely to become rapidly skilful in using such digital information.

The project is based on voluntary information and is complementary to the new Regulation [Regulation (EU) No. 1169/2011 of 25 October 2011] on the provision of food information to consumers and fits seamlessly with the new Regulation's Article 35 about additional information. The project intends to work with and be endorsed by as many stakeholders as possible, initially focusing on the European Union. It aims at developing synergies in working together in the public and the private sector including consumer groups and is based on achieving consensus on codes of conduct and ethics for the provision of food information. The PowerPoint presentation of Herman Koëter is attached to this report as **Annex 3**.

### **3. Food information to consumers**

Comprehensive, truthful and unambiguous labelling is fundamental to informed consumer choice. Food information must be understandable. Several speakers indicated that food information is often confusing, e.g. by the abundance of logos. Professor Patrick Wall of the University College of Dublin reminded the audience that there is no average EU consumer, that populations within member states are segmented and that concerns can be very different from segment to segment. He further mentioned that not only the rich should have understanding of the relationships between food and health.

Mr Wouter Vermeulen, Director Health and Wellness at Coca Cola Europe put forward that food information must be reliable, credible and science-based. He pointed to the power of informed choices.

There was agreement that food information should not be misleading and that any confusion should be prevented. The information provided should be understandable by broad layers of the population.

Ms Monique Goyens, Director General of BEUC informed the meeting by video message that she believes that better food information would be welcomed by consumers. Dr Georg Schreiber, Head of Unit at the Food, Feed and Commodities Department of the German Federal Office of Consumer Protection and Food Safety (BVL) stated that it is timely for authorities to think about systems on how to reach consumers with more adequate information and that attention should be paid to information that is not mandatory via labelling. Dr Inge Stoelhorst, Senior Policy Officer at the Dutch Ministry of Health, Wellness and Sports (VWS) stressed that it is important to provide objective information that is not patronizing. She believes that food information should be easily accessible and innovative and the label as such does not allow for this. She also mentioned that the project should facilitate making informed choices by consumers.

### **4. EU Food Information legislation**

On 22 November 2011 the new EU Food Information Regulation was published in the Official Journal of the EU. It took more than 8 years to reach consensus on the new Regulation, which finally was adopted in October 2011. This lengthy process of negotiation illustrates that food information is a controversial issue and that the interests of the various stakeholders range from one end of the spectrum (only the bare minimum) to the other (tell it all). The scope of the new Regulation is food information, not just food labelling. The new Regulation also requires that voluntary food information is reliable and correct. The debates on Food Information will go on. Ms Kartika Liotard, MEP, highlighted that during the adoption process of the new Food Information Regulation the debates about what must be mandatory on the label had been intense. She regretted that the colour coding (traffic light) labelling did not make it as a mandatory information item. She reminded the meeting of research that had shown that people make their product choice in a very short time. She

strongly believes that there is a need for simple and easy-to-understand information so that an informed (and hopefully often healthy) decision can be made rapidly.

Several speakers, including Ms Alexandra Nikolakopoulou, Deputy Head of Unit at DG SANCO, concluded that the FITI project is not in any way conflicting or competing with the new EU Food Information Regulation. The project builds on it as it addresses the modernization of the food information arena. More specifically, it offers alternative means of providing information both as included in the new Regulation and relevant additional elements.

## **5. The FITI project is complementary to EU legislation!**

All speakers agreed that the food label currently remains the basic source of food information. However, the Food Information Regulation also mentions that in order to take account of changes and developments in the field of food information, provisions should be made to empower the Commission to enable certain particulars to be made available by alternative means. Consequently, information provision may not only be provided in addition to the information on the food label but may also replace it. In July 2011 Commissioner John Dalli also referred to other means of communicating food information. The FITI approach makes it possible to deliver considerably more relevant information than possible via any food label.

The speakers agreed that for the coming years the FITI approach will not replace food labelling but be a valuable addition to it. It will allow for individualised access to a huge amount of food information presented in the order of priority and level of detail as indicated by the user. Mr Robert Madelin, Director General of DG INFSO said that this information will be made available at relatively low cost. In addition, Ms Goyens of BEUC mentioned that the information can be tailored so that consumers can choose the information elements they consider most important.

Mr Rutger Schilpzand, Partner at Schuttelaar & Partners and co-initiator of the FITI project indicated that the FITI project provides a further step in the debate on food labelling. But in order to make a further step there is a need for consensus. He added that it is of utmost importance that many stakeholders, the 27 member states and the European Institutions are all involved in the debate.

Mr Schreiber of BVL put forward that it remains the task of authorities and producers to ensure that the public is well informed on safety issues of food and expressed the hope that the project would take food safety issues into account as well.

Ms Stoelhorst of the Dutch Ministry of Health said that the use of smart phone applications offers very interesting possibilities and that the FITI project provides an opening to deliver information by these alternative ways. She added that discussions among the EU member states is ongoing and will show what is eventually possible in Brussels.

## **6. The nature of the provided information**

A fundamental aspect of the project is that the owner of the food product not only provides the information, he also remains the owner of the information and maintains and updates the information as appropriate. However, all food information made available must be in compliance with Codes of Conduct, Ethical Principles and defined criteria for frequently used concepts such as 'sustainable', 'biological', 'organic' and several others. Reaching consensus on such codes, principles and criteria (or accepting those adopted by other organisations) among all stakeholders involved will form the core of the project. The product owner will ensure that all information he provides is in full compliance with these agreements. Hence, the initiators of the FITI project are not the authority to

judge the truthfulness of the information. Although national food authorities and specialised organisations may play a role as auditors in this respect, the FITI is predominantly based on self-control among all participating stakeholders.

## 7. Communication of Information

Mr Freek Van Eijk, IT expert at Caesar Experts demonstrated in a showcase of the anticipated project outcome how a plethora of food information would be accessible through a smart phone, supermarket scanner or home computer. This would include: ingredients, nutrition, safety, health aspects, origin of ingredients, production and processing details, environmental aspects, ethical considerations (such as child labour, animal welfare), packaging details storage and use conditions and shelf life. Freek van Eijk also demonstrated that the application can be personalised, i.e. information most relevant to the consumer will appear first on the smart phone. He clarified that the possibilities to present information are in fact almost endless. New information items which could be considered include: the carbon footprint of the product and a sustainability index. However, the provision of information about such complex aspects will not be the starting point of the project. It will start with relatively non-controversial simple information, followed by gradually more complex issues. It is an incremental process that steers itself. A copy of the Caesar presentation is attached to this report as **Annex 4**.

Mr Van Eijk further emphasised that all participating food producers and retailers should reserve a web service which will provide all information in the context of the project. With this web service a system will be implemented which can access the database of the food producers and retailers. FITI will provide the necessary software for this and, if needed, will assist producers with the installation of the system.

Several speakers stressed that the information provided by electronic means must be additional to on-pack labelling and, currently, cannot replace the food label. On the spot information remains crucial. Especially low income consumers (who more frequently than others eat unhealthy, high energy food) do not necessarily have a smart phone or a home computer. Scanners in shops would help to overcome this. Concerns were also expressed whether all info would be included or only beneficial information. Herman Koëter explained that the project aims at making informed choices. It does not aim at making healthy choices, but it will make it certainly easier to make such choices. He further said that the information provided would be neutral and factual: it will absolutely not be limited to positive information but also address aspects of the food seen by many consumers as negative (such as the use and function of chemical food additives).

## 8. Practical experiences

Ms Goyens of BEUC recommended that tests with consumer panels should be carried out as these help to identify consumer preferences for information by analysing specific consumer reactions to information (both lay-out and content) that is tested on them. Mr Vermeulen of Coca Cola and Mr Schreiber of the German BVL presented examples of the use of electronic means to present information to consumers. In the Netherlands and Belgium Coca-Cola has an on-line platform that provides information about where a product is bottled. Coca-Cola is exploring what else it can do to provide information to consumers and welcomes the project. Key notions for Coca Cola are: information should be science-based and adequately substantiated. It is contemplating how applications such as the FITI app would fit into a broader mix of information.

Mr Schreiber said that three months ago consumer's organizations in Germany, supported by the Federal Ministry of Food and Agriculture, started a website where consumers can complain about product information ([www.lebensmittelklarheit.de](http://www.lebensmittelklarheit.de)). Producers have the opportunity to publicly respond to the complaints. As a result many products have been changed. In October 2011 German food safety authorities launched a website to inform the public about unsafe or misleading food products according to Article 10 of Regulation (EC) 178/2002 ([www.lebensmittelwarnung.de](http://www.lebensmittelwarnung.de)). In order to get any new warning targeted to the consumer, the Twitter option has been included, RSS feed and email-newsletter subscription are planned. He also explained in what way items sold on the Internet are controlled. All producers that are selling food products on the Internet must comply with the EU and German Food Laws. A short PowerPoint presentation of Georg Schreiber is attached to this report as **Annex 5**.

## 9. Process – incremental provision of information

Mr Madelin mentioned that the technological possibilities for communication are exciting and can help meeting questions in society and that we have to learn by trying and failing. He added that using rough fast information is often better than waiting until one knows all details. Today, one in five citizens uses IT tools to help moving toward healthy behaviour. He outlined two directions:

- Linking-up: Understanding people's motives to go on-line. Asking those who use IT what make them do it;
- Applications should allow for personalised use.

## 10. Stakeholder dialogue now needed

The initiative aims at a broad stakeholder endorsement throughout the EU, from business as well as governments, NGOs and academia. Mr Schilpzand described the process of a 4-rounds on-line dialogue in which all participating stakeholders are involved, thereby making use of the process of crowd sourcing. This dialogue process includes: mapping (identify the areas of consensus and debate), mining (collecting the information of as many stakeholders as possible) and co-creating (making syntheses and generating new ideas). Four concrete steps can be identified in each round:

- mobilize experts to take part in the discussion, e.g. by using social media;
- establish a scientific base for the dialogue and generate intermediate reports from the dialogue, making use of a scientific moderator/reporter;
- make use of a dialogue moderator to maintain focus;
- do a reality check by means of visualizing intermediate results and executing consumer research.

Each dialogue round would take at least 2 months of discussion on the dedicated website, based upon a high level (e.g., CEO, DG) interview and subsequent expert comments. This phase is followed by approximately 2 months of collating proposals and suggestions, narrowing these to draft conclusions that finally will be adopted by the initiative's Advisory Committee. Finally the results will be published for stakeholders use and understanding of the broader public.

The PowerPoint presentation of Rutger Schilpzand is attached to this report as **Annex 6**.

Mr Koëter indicated that it is the aim of the project to include as many brands and products as possible. He expects that once it has shown to be successful for a number of brands and products others will follow: the message the consumer will see when scanning a product of a non-participating

brand (something along the lines of: ‘additional information about this product has not been made available by the producer’) may be another incentive to participate.

### **11. Interest and support**

All speakers and a considerable number of attendants expressed interest and support for the FITI project. Ms Liotard referred also to the interest of Members of the European Parliament in the FITI. Ms Goyens, Mr Madelin, Ms Nikolakopoulou, Mr Schreiber, Ms Stoelhorst, Mr Vermeulen and Mr Wall are pleased with the project and expressed their wish to stay informed, and/or expressed willingness to actively participate and contribute. Ms Goyens mentioned in her video message that BEUC will closely follow the developments of the project but cannot actively participate because of its limited staff and many tasks. However, since BEUC is keen on extensive consumer input into the project, input of national consumer groups will be sought. Mr Madelin is pleased that this experiment is going on.

### **12. Next steps – how to proceed**

The Chair of the meeting, Dr Josephine Wills invited Mr Madelin to explain possible financial support for this initiative from the Commission. Mr Madelin indicated that The EC has formal procedures for financing projects/initiatives. He said that if the FITI project would be considered a non-public undertaking, it would be closer to the market which involves a market-based financial sustainability – e.g. via advertising and paying membership/subscription. Such a business model has demonstrated to work well for organisations such as Which? (a UK consumer organisation). However, if the FITI project would be considered a public-private partnership or consortium, meeting a research goal, it could, as a technology platform, apply for EU funding through the Framework Programmes.

The chair of the project, Herman Koëter declared that the initiators of the FITI project will bring together all parties showing an interest and give equal value to all involved. He informed the meeting that the Board of the Consumer Goods Forum (CGF) has welcomed a dialogue with the FITI initiative. The slogan of one of the resolutions approved at the Forum’s meeting last July reads: “we will provide transparent, fact-based information that will help the consumer and shoppers to make informed product choices and usages”. Taking into account that this statement is almost literally the same as one of the objectives of FITI, the Project Team is comfortable that close cooperation with the CGF can be achieved.

As the next step, a Platform of Partnering Stakeholder (PPS) will be established to further the FITI project and give guidance to it. Mr Koëter explained that the project will be managed as a non-profit activity. However, there will be a need for financial support to cover the costs of meetings, web discussions, expert dialogues, software development, etcetera. At the first meeting of the Platform of Partnering Stakeholder a budget estimation for the first year will be put on the table for discussion and comments. He suggested the following budget division, which will be open for discussion: 50-60% private, 10% NGO, 20-30% Public and 10% Project Initiators.

### **13. Stakeholders Platform Meeting of the FITI Initiative**

Herman Koëter invited all attendants to communicate their wish to participate in the project to the project leaders as soon as possible and announced that the first Meeting of the FITI Platform of Partnering Stakeholders (PPS) will be held in Brussels on 28 February 2012.



## ANNEX 1

### PROGRAMME 21ST CENTURY CONSUMER FOOD INFORMATION: IT'S COMING!

18 November 2011, Résidence Palace, Rue de la Loi 155, Brussels

12:30-13:00	Reception with drinks	
13:00-13:05	Introduction of the Chair, Dr Josephine Wills; Opening	Herman Koëter and Josephine Wills
13:05-13:30	Project concept and overview	Herman Koëter, Orange House Partnership
13:30-13:35	The importance of modern food information to the consumer	Alexandra Nikolakopoulou, DG SANCO
13:35-14:20	Caesar showcase: smart phone food information	Freek van Eijk, Caesar Experts
14:20-14:50	S&P showcase: online stakeholder dialogue	Rutger Schilpzand, Schuttelaar & Partners
14:50-15:30	Reflections from society (5 minutes each): <ul style="list-style-type: none"> <li>• Dutch Ministry of Health: Inge Stoelhorst</li> <li>• German BVL: Georg Schreiber</li> <li>• Member of the European Parliament: Kartika Liotard</li> <li>• Coca-Cola: Wouter Vermeulen</li> <li>• BEUC: Monique Goyens</li> <li>• University College of Dublin: Patrick Wall</li> </ul>	
15:30-15:50	Discussion/ exchange of views	Josephine Wills EUFIC
15:50-16:00	Key note take-home address	Robert Madelin, DG INFSO
16:00-16:10	Next steps: how to proceed, who's with us	Herman Koëter, Orange House Partnership
16:10-16:15	Closure	Josephine Wills, EUFIC

16:15-17:30      Networking cocktail

## ANNEX 2

### 21<sup>st</sup> Century Consumer Food Information: it's coming!

Brussels, 18 November 2011, 13:00-17:30

#### FINAL LIST OF PARTICIPANTS

Name	Organisation
Cees Vermeeren	a.v.e.c.
Susanne Döring	AIBI
Katrin Recke	AIM - The European Brands Association
Georg Schreiber	Bundesamt für Verbraucherschutz und Lebensmittelsicherheit
Esther Bijl	Bureau Brussels
Friso Coppes	Bureau Brussels
Jasper Ronda	Bureau Brussels
Lodewijk Buschkens	Bureau Brussels
Matthies Verstegen	Bureau Brussels
Rudolf Douque	Bureau Brussels
Wouter Vermeulen	Coca Cola
Peter Wijnen	de Boodschapper BV
Emilie Van Heuverswijn	Delhaize Le Lion
Stephen Pugh	Department for Environment, Food and Rural Affairs
Sabine Seggelke	DSM
Olivier Mouton	ECR Europe
Josephine Wills	EUFIC
Chiara Tomalino	Euro Coop
Sonja Van Tichelen	Eurogroup for Animals
Alexandra Nikolakopoulou	European Commission
Robert Madelin	European Commission
Kartika Liotard	European Parliament
Paul Skehan	European Spirits Organisation - CEPS
Andreas Varlamos	FOOD ALLERGENS LABORATORY
Erick Schydlowski	FoodShopper
Dr. Mark Lohmann	German Federal Institute for Risk Assessment
Robin Goossens	GS1 Belgium & Luxembourg
Ulrich Adam	Hill & Knowlton International
Gijs Kurth	HPA
Elias Wästberg	IKEA



Nico van Belzen	ILSI Europe
Franz Kraus	Kraft Foods
Heijnen, Dionne	Kraft Foods
Inge Stoelhorst	Ministry of Health of the Netherlands
Philippe Pittet	Nestlé
Fer Palasthy	Officia
Rudolf Tale-Yazdi	Online Software AG
Herman Koeter	Orange House Partnership
Kees de Winter	Orange House Partnership
Marlou Heinen	Orange House Partnership
Tony Scheerboom	Orange House Partnership
Corine van Lingen	Permanent Representation of the Netherlands
Nicole Kleuskens	PS in foodservice
Popa Ana Maria	Romanian Permanent Representation to the EU
Hugo Byrnes	Royal Ahold
Ad Nagelkerke	Schuttelaar & Partners
R. Schilpzand	Schuttelaar & Partners
Hans Baaij	Stichting Varkens in Nood
Jos Veldhuis	Supermet
Tim Werkhoven	Tesco
Dr. Ludger Fischer	UEAPME
Helen Benson	UNESDA
Christiaan Prins	Unilever
Truus Huisman	Unilever
Patrick Wall	University College of Dublin
Han de Groot	UTZ CERTIFIED
Hille Meetsma	Vodisys Medical Software
Hans Kraak	Voeding Nu
Ralf Hartemink	Wageningen University / Food-Info Foundation
Colum Joyce	C360

### **ANNEX 3:**

PowerPoint presentation of Herman Koëter, Orange House Partnership, Belgium

### **ANNEX 4:**

PowerPoint presentation of Freek Van Eijk, Caesar Experts, The Netherlands

### **ANNEX 5:**

PowerPoint presentation of Georg Schreiber, BVL , Germany

### **ANNEX 6:**

PowerPoint presentation of Rutger Schilpzand, Schuttelaar & Partners, The Netherlands

# ANNEX 3

PowerPoint presentation of  
Herman Koëter,  
Orange House Partnership

# 21<sup>ST</sup> CENTURY CONSUMER FOOD INFORMATION: IT'S COMING!

# NEW EU REGULATION ON THE PROVISION OF FOOD INFORMATION TO CONSUMERS

*“Improved [IC] technology would in the very near future, I hope, enable us to give more timely information to consumers on what they are being offered”* [EU Commissioner John Dalli, July 2011]

## Current label under EU Rules applying internal legibility guidelines and using CIAA Nu

**Coca-Cola light**

250ml kcal 0.5 0%GDA\*

0,25Le

FRISDRANK MET PLANTENEXTRACTEN, MET ZOETSTOFFEN. Ingrédients: sprankelend water, kleurstof E150d; voedingssuiker E338-E339; zoetstoffen: aspartaam en acesulfame-K; plantenextracten; cafeïne. Bevat een bron van fenylnalanine. **Sans bewaarmiddelen toegevoegd.** BOISSON RAFFRAICHISSANTE AUX EXTRAITS VEGETAUX, AVEC EDULCORANTS. Ingrédients: eau pétillante; colorant E150d; acidifiants E338-E339; édulcorants: aspartame et acesulfame-K; extraits végétaux; caféine. Contient une source de phénylalanine. **Sans conservateurs ajoutés.** VOEDINGSWAARDE PER/VALEUR NUTRITIONNELLE POUR 100 ml: énergétique waarde/la (0.2 kcal); eiwitten/proteïnes 0 g; koolhydraten/glucides 0 g (waarsvan suikers/dont sucres 0 g); vetten/lipides 0 g (waarsvan verzadigde vetzuren/gras saturés 0 g); voedingsvezels/fibres alimentaires 0 g; natrium Sodium 0 g. Ten minste houdbaar tot: zie tals/dop. A consommer de préférence avant: voir goule. 250ml bevat/contient:

kcal	Suikers Sucres	Vetten Lipides	Verzadigd Lipides saturés	Natrium Sodium
0.5	0 g	0 g	0 g	0 g
0%	0%	0%	0%	0%

(\* ) % van de Dagelijkse Voedingsrichtlijn (GDAR) / % des Repères Nutritionnels Journaliers (GNJ). Op basis van/ Sur base de: 2000 kcal

Enterprises Belg 400 8-1070 / Geproduceerd in Conditionné par The Coca-Cola Co. INFOLINE 8: 074 www.cokelight.be / www.cokelight.lu © 2007 The Coca-Cola Company.

## Future label according to Commission proposal on Food Information Provisi

**Coca-Cola light**

250ml kcal 0.5 0%GDA\* 0,25Le

FRISDRANK MET PLANTENEXTRACTEN, MET ZOETSTOFFEN. Ingrédients: sprankelend water, kleurstof E150d; voedingssuiker E338-E339; zoetstoffen: aspartaam en acesulfame-K; plantenextracten; cafeïne. Bevat een bron van fenylnalanine. **Sans bewaarmiddelen toegevoegd.** BOISSON RAFFRAICHISSANTE AUX EXTRAITS VEGETAUX, AVEC EDULCORANTS. Ingrédients: eau pétillante; colorant E150d; acidifiants E338-E339; édulcorants: aspartame et acesulfame-K; extraits végétaux; caféine. Contient une source de phénylalanine. **Sans conservateurs ajoutés.** VOEDINGSWAARDE PER/VALEUR NUTRITIONNELLE POUR 100 ml: énergétique waarde/la (0.2 kcal); eiwitten/proteïnes 0 g; koolhydraten/glucides 0 g (waarsvan suikers/dont sucres 0 g); vetten/lipides 0 g (waarsvan verzadigde vetzuren/gras saturés 0 g); voedingsvezels/fibres alimentaires 0 g; natrium Sodium 0 g. Ten minste houdbaar tot: zie tals/dop. A consommer de préférence avant: voir goule. 250ml bevat/contient:

kcal	Suikers Sucres	Vetten Lipides	Verzadigd vet Lipides saturés	Natrium Sodium
0.5	0 g	0 g	0 g	0 g
0%	0%	0%	0%	0%

(\* ) % van de Dagelijkse Voedingsrichtlijn (GDAR) / % des Repères Nutritionnels Journaliers (GNJ). Op basis van/ Sur base de: 2000 kcal

www.cokelight.be, L: 26 102 102 www.cokelight.lu. Coca-Cola Company.



# FOOD INFORMATION TRANSPARENCY INITIATIVE

Orange House Partnership  
Schuttelaar & Partners  
Bureau Brussels  
Caesar Experts

# PROJECT MOTIVE

- Consumers often find food information hard to decipher, unreadable and even misleading
- Consumers increasingly demand **easily identifiable**, and **clear** information about the food they buy
- 
- The patchwork of mandatory food information and voluntary labelling often is **confusing** and **insufficient**



Green  
Building  
Program



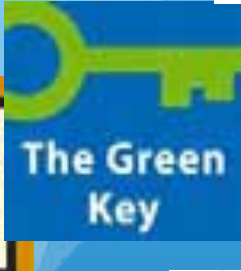
FAIR DEAL  
TRADING



hier



Cleaner  
Planet  
Plan



The Green  
Key

FAIR  
TRADE  
ORIGINAL



WORKING FOR A  
FAIRER FUTURE



GLOBAL ORGANIC  
TEXTILE STANDARD



WWW.DIERENBESCHERMING.NL



PROEFDIERVRIJE  
COSMETICA



Soil Associ



FAIR  
TRADE  
ORGANIZATION  
IFAT - THE INTERNATIONAL  
FAIR TRADE ASSOCIATION



# CONSUMERS VOICE

- **83% of UK shoppers** find the abundance of logos and labels “confusing”
- **93%** would like to see the labels on meat products abolished and replaced by **a single retailer standard**
- **65%** of consumers are prepared to **pay premium** for fish and meat that has been humanely and ethically treated throughout its life cycle
- **27%** would definitely **not consider paying extra**



# 10 Fish Fingers

tasty fish  
can't keep your fingers off them

Made with  
sustainable  
palm oil



This product comes from a fishery which has been certified to the Marine Stewardship Council's environmental standard for a well-managed and sustainable fishery.  
[www.msc.org](http://www.msc.org)



Produced in the UK

**Keep frozen** For storage instructions see side of pack

**Best before end**







**% GEGRILD**

Niks meer, niks minder.

Bij het grillen gebruiken we geen  
vetstoffen. Zo behouden we de lekkere,  
natuurlijke smaak van het rundvlees.  
We voegen enkel een beetje peper en  
zout toe.



Nutritionele informatie / Informations nutritionnelles / Nahrungsmittelinformationen

The image shows two pages of a handwritten ledger. The ledger is organized into multiple columns and rows. The top section of each page contains several rows of data, with some cells highlighted in pink. Below this, there are more rows of data, some of which are also highlighted in pink. At the bottom left of the left page, there is a section titled "Summary" which contains a table with columns for "Date", "Description", and "Amount". The right page continues the ledger entries, with some cells highlighted in pink. The handwriting is in black ink on a light-colored paper.



# WE ARE NOT HEALTHY FOOD FANATICS OR GURU'S



# PROJECT OBJECTIVE

- Development of a multi-facet, EU-wide, harmonized consumer information approach
- For reliable and easily accessible food information
- Endorsed by all relevant stakeholders
- **It does not replace on-pack labelling requirements!**

# THE STAKEHOLDERS:

## All of you!

- Consumer groups
- Other NGOs
- Food producers
- Food retailers
- Scientists
- Governmental food (safety) authorities

# PROJECT FEATURES

- Driven by consumer demand for information
- Technologically independent
- Future aimed
- Building block approach(personalised)



# PROJECT EXPECTATIONS

- I. Provision of a multiplicity of food information in a harmonized way
- II. Application of modern means of communication, accessible to European consumers

# 1<sup>st</sup> PROJECT COMPONENT: THE CONTENT

- **Finding common** ground on food information aspects to be provided to the consumer
- Building **consensus** on criteria, good practices and codes of conduct for the presentation of food information

# INFORMATION ELEMENTS

As **required** by the new EU Regulation and, **voluntarily**, *i.a.*:

- Food quality
- Health, allergies/intolerances
- Food production, origin, packaging and safety
- Ethical considerations
- Environmental considerations

# INFORMATION ELEMENTS

## WHO DECIDES?

## YOU DO!

- Involvement of all:
- Internet fora, LinkedIn, Facebook, Twitter,...
- **Schuttelaar & Partners will explain how!**

# 2<sup>nd</sup> PROJECT COMPONENT: THE 'IT' INFORMATION HIGHWAY

- I. Interactive communication tools and instruments to **facilitate consensus building** within the project
- II. Available to the consumer to access the requested information (a **project deliverable** )

# THE ELECTRONIC CONSUMER INFORMATION HIGHWAY

- **Novel applications** of existing, low costs ICT technologies
- Use of **smart phones, scanners** in shops, **home computers**
- Information available in blocks: **subject specific** and at increasing **levels of detail**





# THE ELECTRONIC CONSUMER INFORMATION HIGHWAY

Caesar Experts  
will explain it all!

# THE CHALLENGES

- **Ensuring** that information provided is truthful, unmistakable and not misleading
- Participation of **all stakeholders**
- Agreement on a **covenant**, including codes of conduct and codes of practice
- **Sustainability** of the concept
- Sufficient **resources**
- Broad **endorsement**

# A PROMISING OUTLOOK

*“We will provide transparent, fact-based information that will help the consumer and shoppers [to] make informed product choices and usages”*

From: Health and Wellness Resolution 2, approved by the Board of Directors of the Consumer Goods Forum (CGF) on 14 July 2011 (The Consumer Goods Forum Newsletter, Autumn 2011)

# A PROMISING OUTLOOK

*“We will provide transparent, fact-based information that will help the consumer and shoppers [to] make informed product choices and usages”*

*... this fits seamlessly with our Initiative's goal of providing consumer access to food information it wishes to have!*

# PROJECT DELIVERABLES (1)

Free and easy to understand answers to food questions and (personalised) information on food products, thus:

- allowing the consumer to make an informed choice based on what he considers relevant
- facilitating healthier choices
- enhancing clarity and transparency of food information

but also resulting in:.....



# PROJECT DELIVERABLES (2)

- Significant contribution to **environmental sustainability**
- Considerable **energy savings** for producers and retailers
- For the food producing and retailer industry: almost unlimited **direct access to consumers**

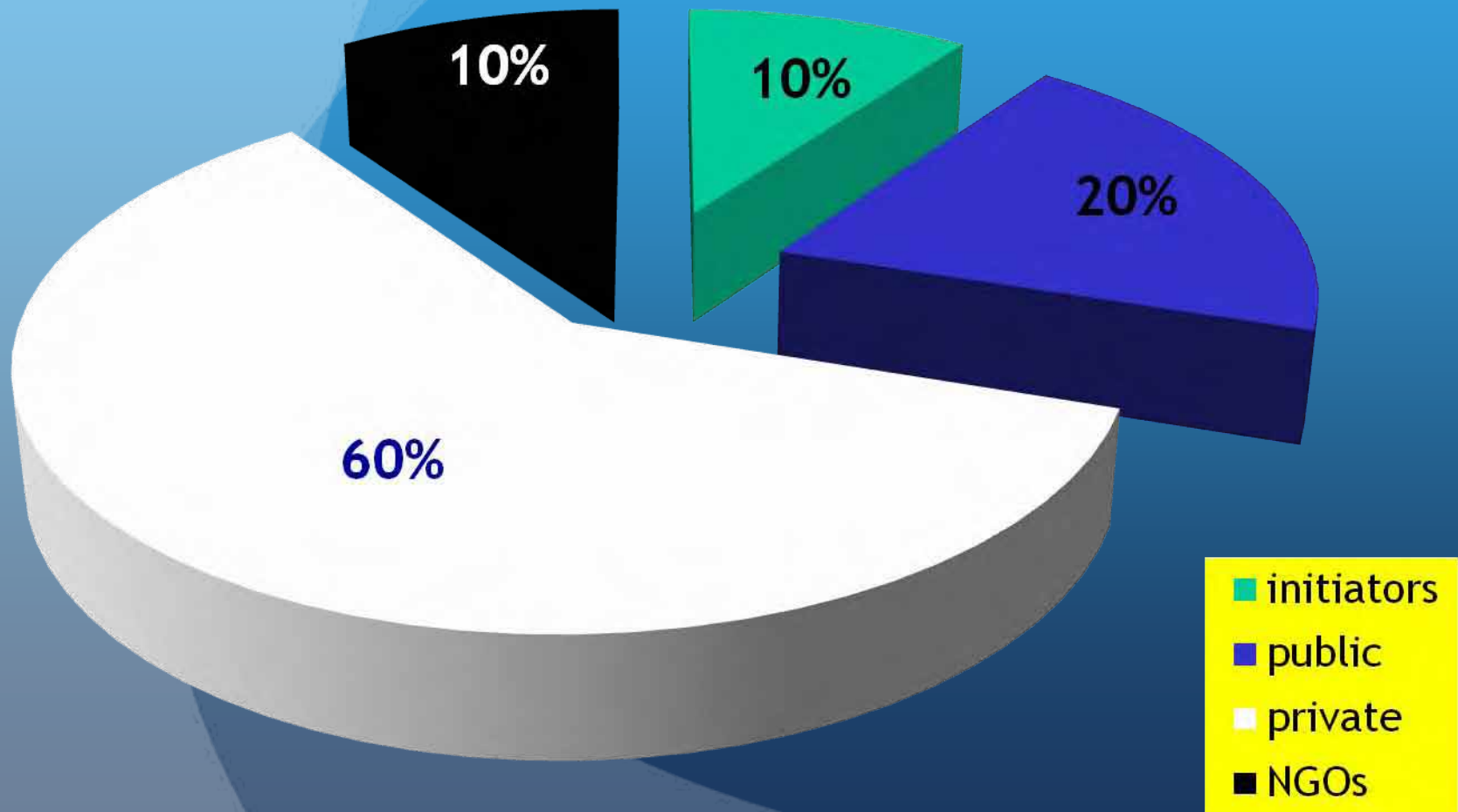
# ACKNOWLEDGEMENT

- The management of **OHP**, **S&P**, **BB**, and **Caesar Experts** for allowing their staff to develop the project
- **Kees de Winter**, nutrition consultant, for his many contributions
- **John Doyle** of DG INFSO for his enthusiastic support and original ideas
- **Colum Joyce**, Strategy Director, IMR World for his creative thoughts and suggestions
- The many colleagues from the **EU Parliament**, the **Commission**, **national authorities**, **industry**, **consumer groups** and other **NGOs** for allowing us to pick their brains

## NEXT STEPS

- Establishment of the **Stakeholder Partners Platform**
- **Fair sharing** of the project costs among all participating stakeholders
- Joint decision-making based on **consensus**
- Options to **extend to other consumer product areas**

# SUGGESTION FOR BUDGET DIVISION AMONG STAKEHOLDERS

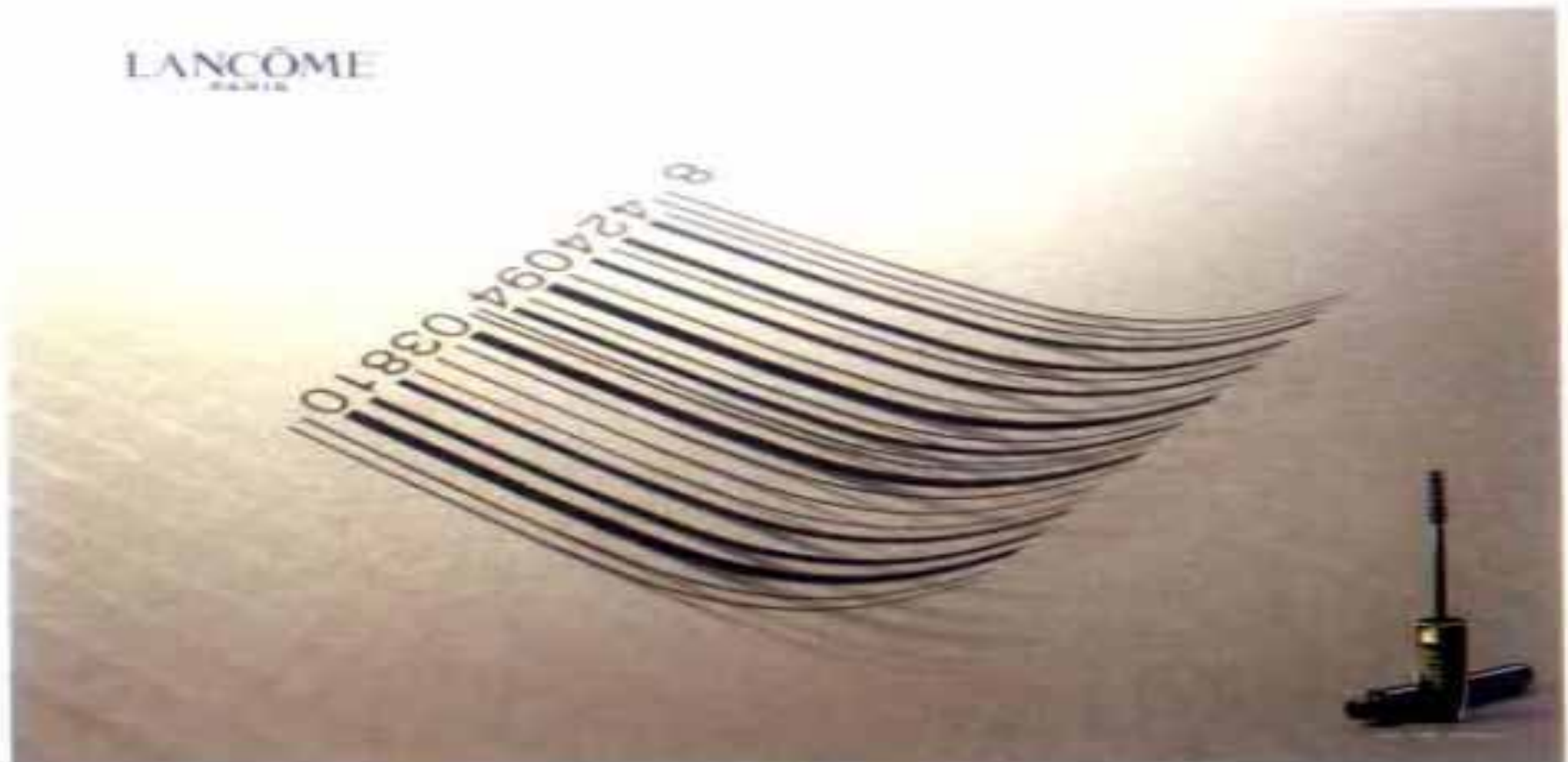




## FURTHER INFORMATION

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friso.coppes@bureaubrussels.eu •  
rschilpzand@schuttelaar.nl •  
e.kerschkamp@caesar.nl •

# IN THE END IT'S NO LONGER ABOUT BARCODES...







... BUT  
ABOUT  
QR-CODES !

# ANNEX 4

Presentation of  
Freek van Eijk,  
Caesar Experts

F I T I  
E L L I

CAESAR  
EXPERTS



Dinsdag 8 november 2011. Het laatste nieuws het eerst op NU.nl

Zoek nieuws

- Voorpagina
- Algemeen
- Arabishe Lente
- Economie
- Schuldencrisis
- Sport
- Tech
- Internet**
- Gadgets
- Games
- Achterklap
- Opmerkelijk
- Beurs
- Wetenschap
- Cultuur en Media
- Werk en Privé
- Gezondheid
- Lifestyle
- Auto
- Column
- Weer
- Verkeer
- NU.nl apps
- NUdata

## Tech / Internet

Volg op Twitter

# Techniek onderzocht om voedingsinfo op gsm te lezen

Laatste update: 3 jul 2010 10:54

BRUSSEL - Mensen moeten op hun gsm kunnen zien hoeveel vet of zout er zit in een potje pindakaas of andere voeding.



Voor mensen die al overgewicht hebben, komt daar een rood alarm bij.

Deze techniek moet binnen een paar jaar beschikbaar zijn, stelde wetenschapper Herman Koëter.

De 62-jarige Nederlander was jarenlang wetenschappelijk directeur van het EU-agentschap EFSA voor veilige voeding en OESO-bestuurder voor veiligheid van chemische stoffen.

## Onleesbare informatie

Met zijn charitatieve organisatie Orange House Partnership in Brussel probeert hij nu de techniek in heel Europa van de grond te krijgen door vele debatten en rapporten.

Koëter vindt dat er nu bijna onleesbare informatie op het etiket van voedingsproducten staat. "Ik vind het ook nogal bevoogdend om de informatie te beperken tot wat goed voor je is en wat niet. Mensen weten best dat ze soms ongezond eten. Nou en? Een ijsje eten als je niet lekker in je vel zit, kan juist erg positief werken."

## Internet

Veel informatie kan volgens hem verschuiven van het etiket naar

## Games



**Geld.nl**  
Verderop Geld.nl

VERGELIJK 125  
 AUTOVERZEKERINGEN

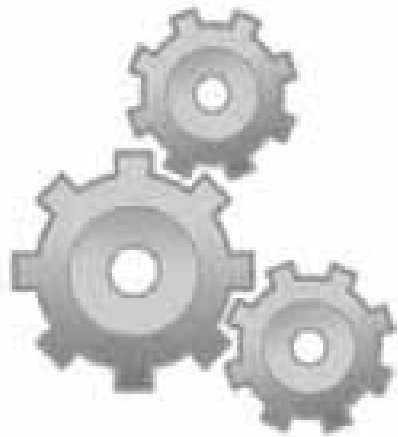
**VERGELIJK NU**

## Meest gelezen

1. 'Grootste usenetprovider van Europa' stopt ermee
2. Anonymous gaat Facebook niet hacken
3. 'Google wil televisie via de kabel aanbieden'
4. 'Google niet dominant op zoekmarkt'
5. 'BT moet Pirate Bay blokkeren'

F I T I  
E L L I





# How does it work?



# App demonstration



You give it a try!

# Process flow



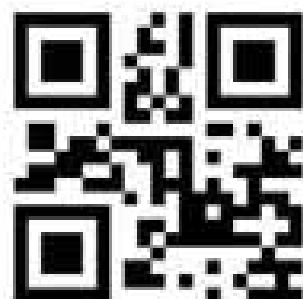
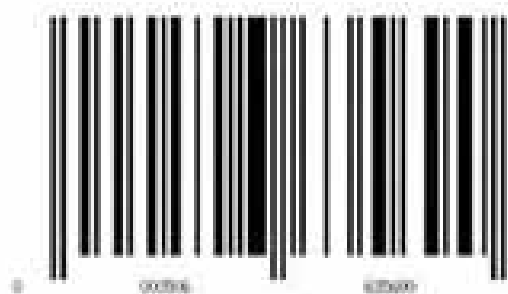












)) NFC ))













3 fruit en noot repen met...  
amandel  
abrikoos  
een yoghurt

**EAT NATURAL**

a bar of three with  
almonds apricot  
a yoghurt

Glutenvrij en zonder kunst  
of conserve

Zo lekker kan verantwo



**Eat Natural Orange**

Almonds (12%)

The almond is not a tree nut, but a  
drupe consisting of an outer hull and a  
hard seed (not the seed itself).



**Allergy Warning!**

This product may contain  
Peanuts.

OK

Almonds (12%)

Almonds (12%)

# Application Structure





SCAN

HISTORY

PERSONAL  
SETTINGS

HELP



SCAN

HISTORY

PERSONAL  
SETTINGS

HELP

INGREDIENTS

NUTRITION

PROCESS

SAFETY

HEALTH

ALLERGIES

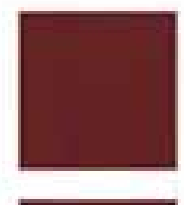
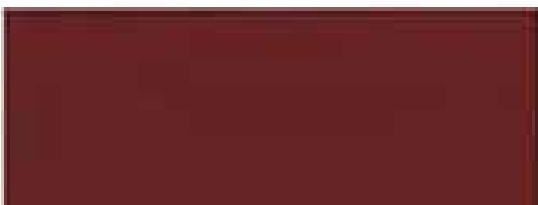
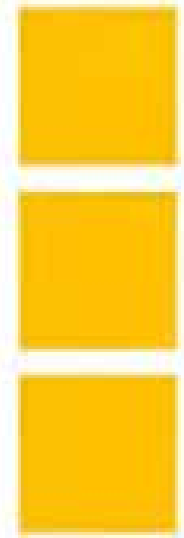
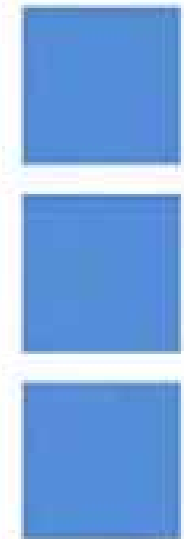
ETHICS

ENVIRONMENT

STORAGE









SCAN

HISTORY

PERSONAL  
SETTINGS

HELP

INGREDIENTS

NUTRITION

PROCESS

SAFETY

HEALTH

ALLERGIES

ETHICS

ENVIRONMENT

STORAGE



F I T I  
E L L I

# ANNEX 5

**PowerPoint presentation of  
Georg Schreiber,  
BVL, Germany**

# Information of consumers on food via internet-based technology

**Dr. Georg Schreiber**

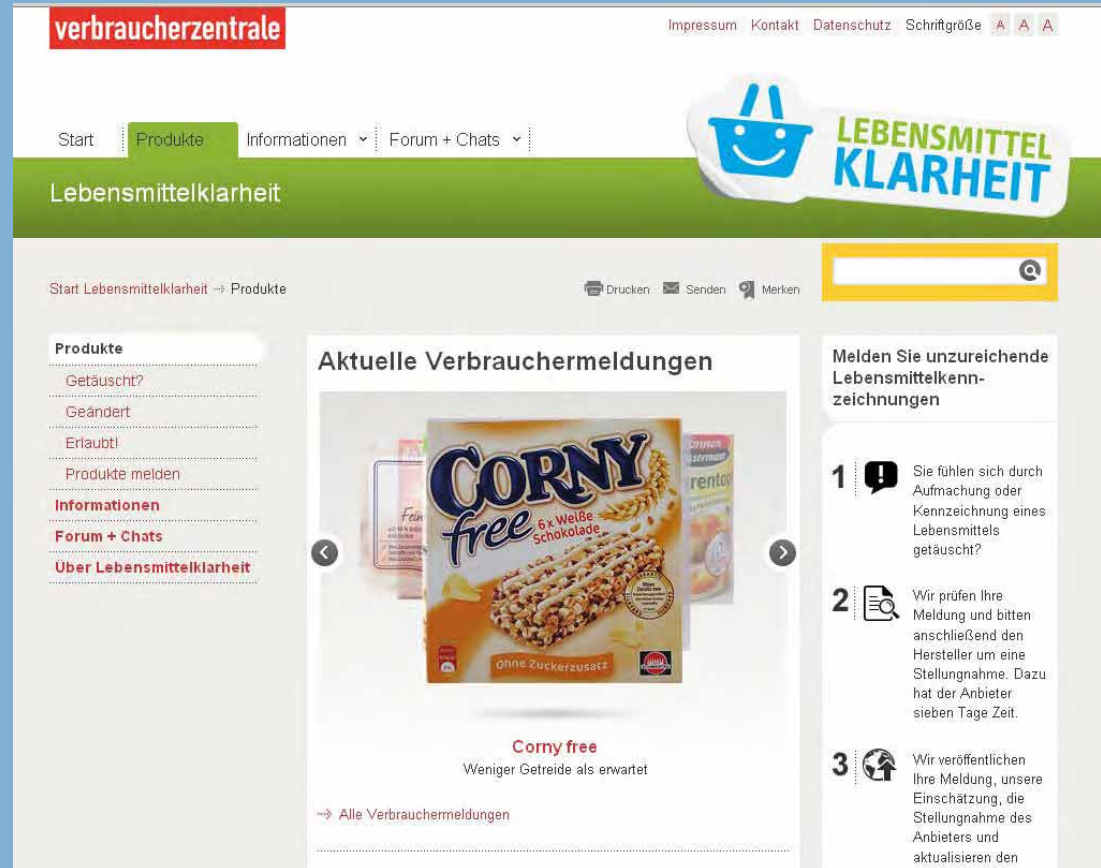
**BVL - Federal Office of Consumer  
Protection and Food Safety  
Berlin, Germany**

**103@bvl.bund.de**



# Consumer organisation: Clarity and truth about food products

- Consumers can complain about specific products if they feel misled
- Consumer organisation screens complains prior to publication
- Producer is allowed to respond to complain



verbraucherzentrale

Impressum Kontakt Datenschutz Schriftgröße A A A

Start Produkte Informationen Forum + Chats

Lebensmittelklarheit

Start Lebensmittelklarheit → Produkte

Drucken Senden Merken

**Produkte**


- Getäuscht?
- Geändert
- Erlaubt!
- Produkte melden

**Informationen**

**Forum + Chats**

**Über Lebensmittelklarheit**




**Aktuelle Verbrauchermeldungen**



**Corny free**  
Weniger Getreide als erwartet

→ Alle Verbrauchermeldungen

**Melden Sie unzureichende Lebensmittelkennzeichnungen**

- 1  Sie fühlen sich durch Aufmachung oder Kennzeichnung eines Lebensmittels getäuscht?
- 2  Wir prüfen Ihre Meldung und bitten anschließend den Hersteller um eine Stellungnahme. Dazu hat der Anbieter sieben Tage Zeit.
- 3  Wir veröffentlichen Ihre Meldung, unsere Einschätzung, die Stellungnahme des Anbieters und aktualisieren den Status.

**Many products have been changed by producers in response to complain**

## Competent authorities: public warnings about food products

- Authorities shall inform consumers about food which may present a risk to public health
- If an unsafe food may have reached the consumer, entrepreneur has to inform the public
- [www.lebensmittelwarnung.de](http://www.lebensmittelwarnung.de) online since October
- Consumer may request information via email or twitter



**Effective and efficient information of consumer about unsafe or misleading products**



# Control of food traded via internet in Germany and in the EU

## 2 years pilot study in Germany

- Creation of a central research unit
- Automated search of e-commerce businesses in Germany
- Automated search for non-compliant products
- Information of consumers via quality seals
- Cooperation with competent authorities
- Cooperation with consumer organisations

## Establishment of an EU working group

- Cooperation of EU Member States
- Exchange of knowledge
- Comparison of strategies
- Finding best practices

**Harmonised activities of EU Member States to create  
an e-commerce market with a high level of food safety for consumers**

# Control of food traded via internet: Consumer information

## Quality seals for identifying web sites subject to official control

- Currently apply to security of information technology and contract conclusion only. No statements on quality and safety of the offered products
- Aim: Changes in the guidelines of existing “quality seal organizations”
  - Prerequisite: Proof of registration as “food business operator”  
→ All certified shops are subject to food control



[illegible]

# ANNEX 6

PowerPoint presentation of  
Rutger Schilpzand,  
Schuttelaar & Partners

# Stakeholder dialogue 2.0

## Creating online engagement of the stakeholder community for food labeling innovation

# Why start a stakeholder dialogue

- Consensus is needed on important issues regarding consumer information
- This is a multidisciplinary field with a complex background with many people involved
- The debate is dominated by conflicting interests
- Via stakeholder dialogue we can:
  - Identify the areas of consensus and debate
  - Collect the input of many relevant angles
  - Use cross-pollination to come to the best ideas

# Why start an online stakeholder dialogue

We want to harness the power of the web to:

- Reach as many relevant professionals from the EU in total within a limited time frame
- Make sure everyone has the same information
- Easily feed the discussion with new insights which makes the discussion richer
- Make it a truly cross-European multi-stakeholder discussion



# What is the power of the web

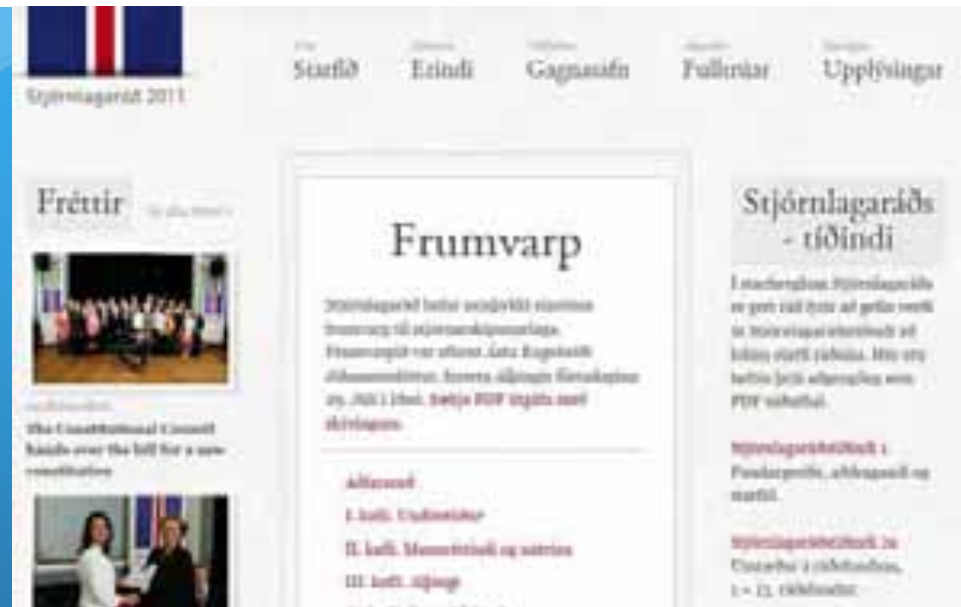
## Some examples

### Iceland Unveils Crowdsourced Constitution

25-member citizen council reached out to the general public via social media to rewrite the constitution

Online debate on clearly defined aspects with thousands of participants

In July 2011 the Draft constitution was finished and published



# What is the power of the web

## Some examples

Japanese housewives force retail price reduction

Japanese Housewives follow “en masse” the popular *Mainichi Tokubai* mobile website

It utilises 25,000 ‘housewife correspondents’ that post shop offers

Retailers are forced to continuously lower their prices



# What is the power of the web

## Some examples

Stakeholders are already online

Online stakeholder research of Schuttelaar reveals that more than 75% of the Dutch Health and Nutrition stakeholders has at least a LinkedIn profile

Twitter is identified by increasing number of key stakeholders to spread their message





# What is the power of the web

## Some examples

125 year KLV case

2011 conference prepared by web discussion and social media.

3,000 followers on social media,  
200 participants in web discussion

Separate social media  
(awareness raising) from web  
(discussion)



# What can we learn

- A complex subject can be discussed online satisfactorily by cutting it to bits and pieces (ICELAND)
- By collecting information from a large participating crowd you can achieve the unthinkable (JAPAN)
- Stakeholders are already organised online, we just need to pull them into the discussion (Schuttelaar online stakeholder research)
- Use social media for awareness raising and the website for debate (KLV)

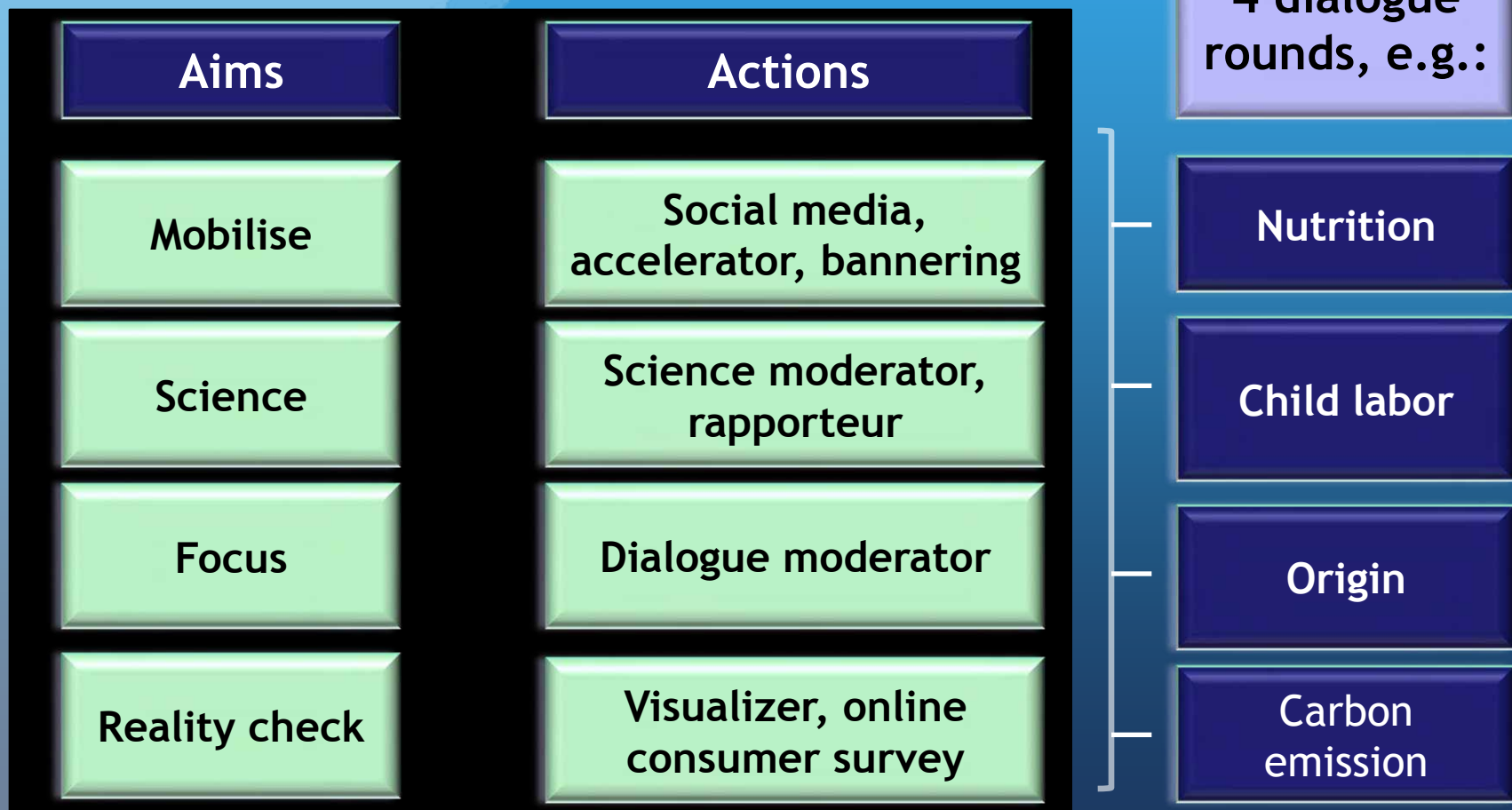
# Schuttelaar & Partners expert in online dialogue

- Project: [Global Change](#). Online stakeholder dialogue on global issues related to biotechnology:
- Project: [www.consumentenplatform.org](http://www.consumentenplatform.org) Issue monitoring, wiki knowledge base and invitation to join online debates
- E-learning: [www.traderouteasia.nl](http://www.traderouteasia.nl) Online learning tool for importers on safety demands on consumer products
- Online stakeholder surveys: > 10/yr

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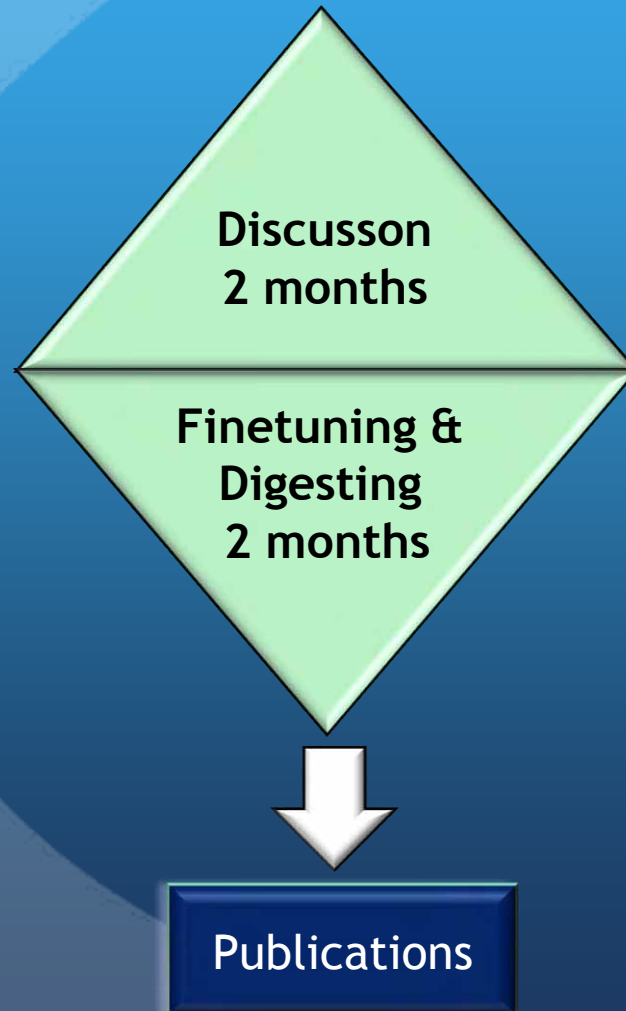
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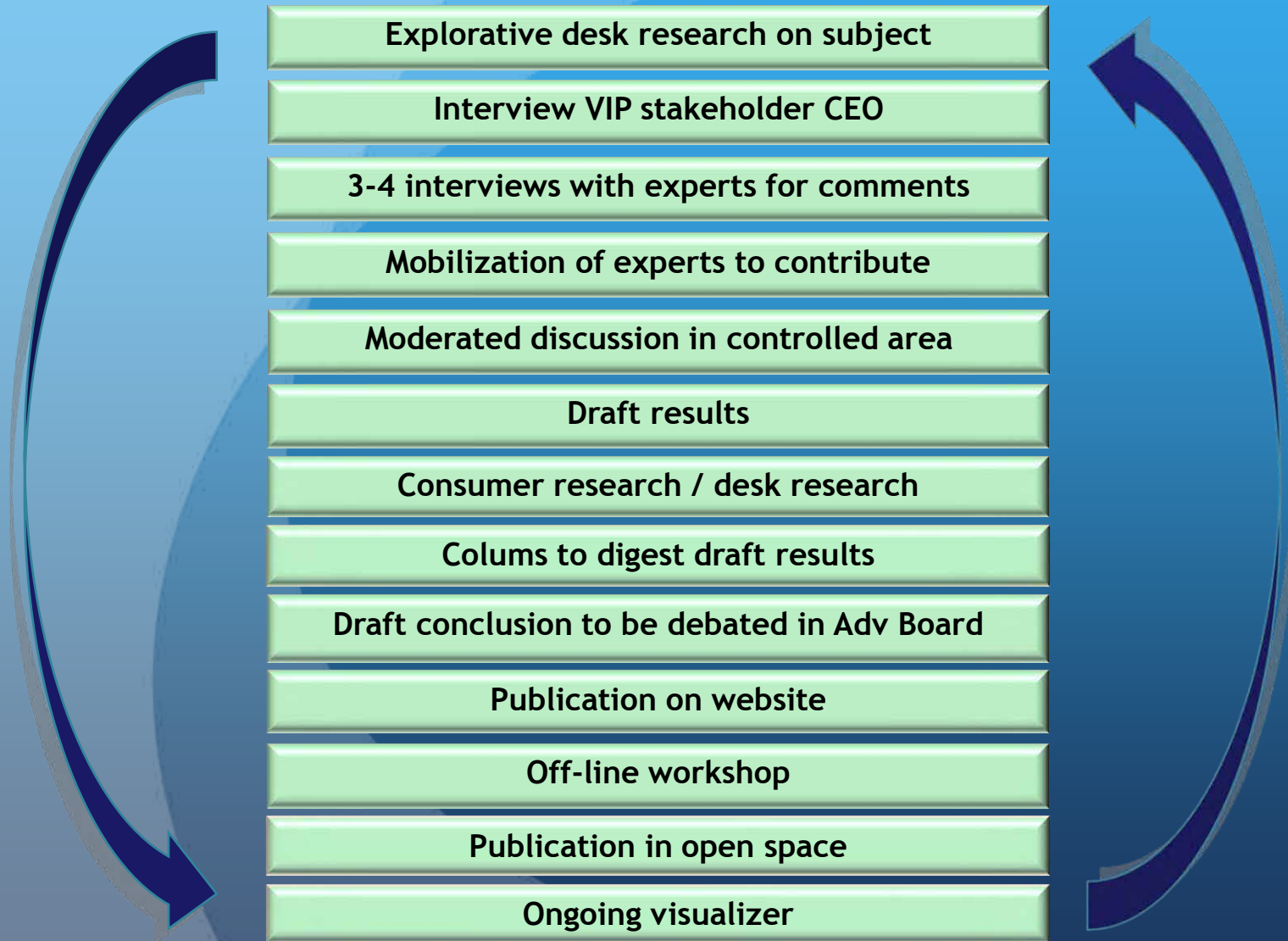
# How are we going to organise the dialogue?





# How are we going to get results?





# How are we going to do it?

## DISCUSSION PHASE

GOAL: Start, feed and optimise dialogue to get the best results

1. Explorative desk research

Desk research on subject and online stakeholder mapping

2. Interview with VIP stakeholder or CEO, followed by comments of experts

An inspiring CEO presentation will introduce the subject and the comments of experts will give the subject more depth

# How are we going to do it?

## DISCUSSION PHASE (2)

### 3. Mobilization

Via personal contacts, social media (Twitter, LinkedIn groups), bannering, address book invitation stakeholders are recruited to join the discussion at a restricted internet area

### 4. Moderate discussion

To guide the discussion and feed it with new information and views to come to cohesive results, collect intermediate results

# How are we going to do it?

## FINETUNING AND DIGESTION PHASE

GOAL: check the results for consumer relevancy and create an overview of the main outcomes, stipulating areas of consensus and of disagreement

### 1. Consumer research

Consumer research (by online consumer surveys) will provide the necessary consumer outlook

### 2. Columns to digest the results

A series of columns written by experts will give an overview of the main discussions and interpretation

# How are we going to do it?

## FINETUNING AND DIGESTION PHASE (2)

### 3. Draft conclusions by the advisory board

The advisory board, that will include high level professionals, will propose conclusions from the outcomes

### 4. Offline workshop with selection of professionals

To draw conclusions from the discussion

# How are we going to do it?

## PUBLICATION AND DISSEMINATION PHASE

GOAL: to share the results with relevant professionals in the public domain

1. Publication of the results on the restricted stakeholder area
2. Publication in open space, press actions

# Conclusions

- Mobilize as many EU food stakeholders as possible
- To join a focused, science based dialogue
- In a restricted internet area
- In order to use the wisdom of the stakeholder crowd
- Leading to broad stakeholder endorsement for online food information
- Based upon areas of consensus