

Use of terms associated with animal products to designate plant-based products /novel foods

CDG Poultry and Eggs
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Union provisions

- **Product specific legislation** which reserves the exclusive use of a name for specified products

e.g. Regulation (EU) No 1308/2013, Annex VII, Part III

- **General provisions on food information**

Regulation (EU) 1169/2011 on the provision of food information to consumers (FIC REGULATION)

Food Information to Consumers Regulation

- High level of consumer protection in relation to food information while ensuring the smooth functioning of the internal market
- Establishes the general principles, requirements and responsibilities governing food information
- The FIC Regulation applies without prejudice to labelling requirements provided for in specific Union provisions applicable to particular foods

NAME OF THE FOOD – Article 17 FIC

The name of the food shall be its legal name. In the absence of such a name, the name of the food shall be its customary name, or, if there is no customary name or the customary name is not used, a descriptive name of the food shall be provided.

Name of the food – Definitions

Legal name means the name of a food prescribed in the Union provisions applicable to it or, in the absence of such Union provisions, the name provided for in the laws, regulations and administrative provisions applicable in the Member State in which the food is sold to the final consumer or to mass caterers.

Customary name means a name which is accepted as the name of the food by consumers in the Member State in which that food is sold, without that name needing further explanation.

Descriptive name means a name providing a description of the food, and if necessary of its use, which is sufficiently clear to enable consumers to know its true nature and distinguish it from other products with which it might be confused.

NAME OF THE FOOD IF IT IS NOVEL

Article 9 of NF Regulation

The entry of the novel food shall include, where appropriate:

Additional specific labelling requirements to inform the final consumer of any specific characteristic or food property, such as the composition, nutritional value or nutritional effects and intended use of the food, which renders a novel food no longer equivalent to an existing food or of implications for the health of specific groups of the population.

Fair Information Practices

Article 7 FIC

The general labelling rules ensure that consumers are not misled:

- regarding characteristics of foods (nature, identity, properties, composition, quantity, durability, origin, method of production)
- by attributing to the food effects or properties that it does not possess
- by suggesting that the food possesses special characteristics, when all similar foods possess such characteristics
- by suggesting the presence of a particular food or ingredient, while a component naturally present or an ingredient normally used has been substituted

Food information must be accurate, clear and easy to understand for the consumer

Particulars accompanying the name of the food having a substitution ingredient (Annex VI, Part A, point 4FIC)

In the case of foods in which a component or ingredient that consumers expect to be normally used or naturally present has been substituted with a different component or ingredient, the labelling shall bear — in addition to the list of ingredients — a clear indication of the component or the ingredient that has been used for the partial or whole substitution:

- (a) in close proximity to the name of the product; and
- (b) using a font size which has an x-height of at least 75 % of the x-height of the name of the product and which is not smaller than the minimum font size required in Article 13(2) of this Regulation.

FIC – Guidance documents

DG SANTE Webpage:

https://ec.europa.eu/food/safety/labelling_nutrition/labelling_legislation_en

[COMMISSION NOTICE on Questions and Answers on the application of the Regulation \(EU\) No 1169/2011](#)