



Food Information and The Use of Food Marketing Terms

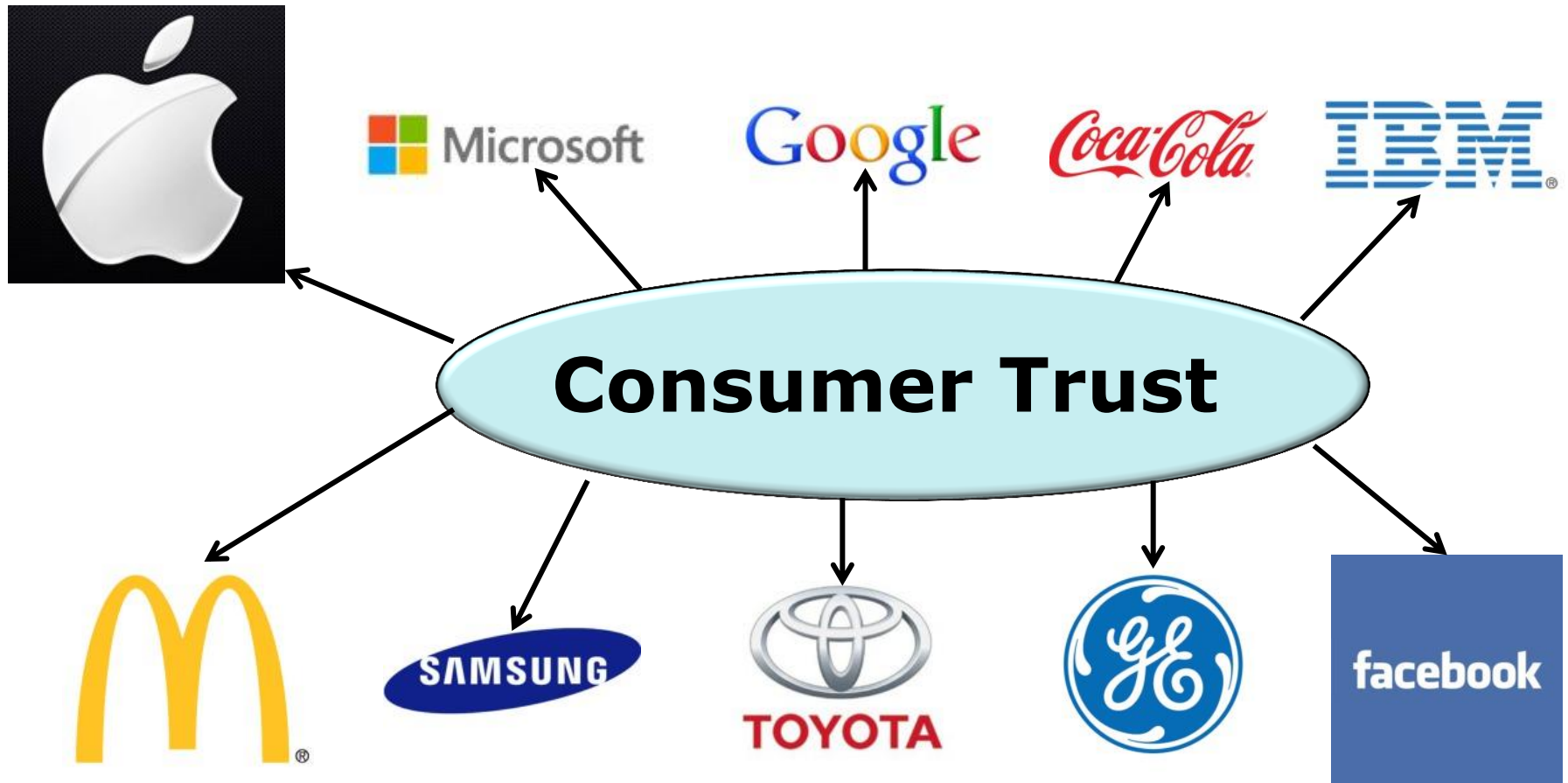
Dr. Wayne Anderson

Bord Bia Small Business Open Day

19th January 2016



The Key to Business Success



Source: Forbes

This presentation is about two fundamentals

1. Mandatory information
2. Marketing terms/claims

Food Information

'...information concerning a food and made available to the final consumer by means of a label, other accompanying material, or any other means including modern technology tools or verbal communication' Article 2 (2)(a)



For simplicity...

Let's talk packaging...

Food Information...

Your information



Contents

Brand

Benefits



Mandatory Information

Information	Regulations
Name of the food	✓
List of ingredients	✓
Allergens	✓
QUID	✓
Net quantity	✓
Date of minimum durability	✓
Special storage conditions	✓
Name of business & EU address	✓
Country of origin	✓
Instructions for use	✓
Alcoholic strength	✓
Nutrition declaration	✓

Name is important...

Must have:

- **Legal name**
or
- **Customary name**
or
- **Descriptive name**



Information must be legible...

Ingredients: Rich Tea Biscuits (21%) (**Wheat** Flour, Sugar, Palm Oil, Glucose Fructose Syrup, **Barley** Malt Extract, Salt, Skimmed **Milk** Powder, Raising Agents (Sodium Bicarbonate, Ammonium Bicarbonate), Flavouring), **Milk** Chocolate (21%)(Sugar, Cocoa Butter, Skimmed **Milk** Powder, Cocoa Mass, **Milk** Fat, Lactose (**Milk**), Whey Powder (**Milk**), Palm Fat, Emulsifier (**Soya** Lecithin), Natural Vanilla Extract), Dark Chocolate (10%)(Cocoa Mass, Cocoa Butter ,Sugar ,Cocoa Powder ,Natural Vanilla Flavouring), **Butter**, Marshmallows (10%) (Glucose-Fructose Syrup, Sugar, Water, Pork Gelatine, Maize Starch, Colour (Beetroot Red), Flavouring), Glace Cherries (10%)(Cherries, Glucose-Fructose Syrup, Sugar, Preservatives: Potassium Sorbate, **Sulphur Dioxide**, Acidity Regulator: Citric Acid, Colour: Erythrosine), Golden Syrup, Malteasers (7%) (Sugar, Skimmed **Milk** Powder, Cocoa Butter, Glucose Syrup, **Barley** Malt Extract, Cocoa Mass, Palm Fat, Lactose (**Milk**), Whey Powder (**Milk**), **Milk** Fat, **Wheat** Flour, Emulsifiers (**Soya** Lecithin, E492), Palm Oil, Raising Agents (E341, E500, E501), Salt, Glazing Agent (Pectin), Natural Vanilla Extract

Multilingual

Ingredients: Rich Tea Biscuits (21%) (**Wheat** Flour, Sugar, Palm Oil, Glucose Fructose Syrup, Emulsifiers (E321, E501, E502), Salt, Glaze Agents (E102, E122), Natural Vanilla Flavouring, Preservatives: Potassium Sorbate, Sulphur Dioxide, Acidity Regulator: Citric Acid, Colour: Yellow 5 (E105), Golden Syrup, Maltasees (7%) (Sugar, Skimmed Milk Powder, Cocoa Butter, Glucose Syrup, **Barley** Malt Extract, Cocoa Mass, Skimmed Milk Powder, Whey Powder (**Milk**), **Milk** Powder, **Milk**), **Milk** Fat, Lactose (**Milk**), Whey Powder (**Milk**), Palm Fat, Emulsifier (**Soya** Lecithin), Natural Vanilla Flavouring, Cocoa Chocolate (10%) (Cocoa Mass, Cocoa Butter, Sugar, Cocoa Powder, Natural Vanilla Flavouring), Natural Vanilla Flavouring, Skimmed Milk Powder (10%) (Glucose-Fructose Syrup, Sugar, Water, Pore Gelatine, Maize Starch, Colour (Beetroot Red), Flavouring), Glace Cherries (10%) (Cherries, Natural Vanilla Flavouring, Sugar, Preservatives: Potassium Sorbate, Sulphur Dioxide, Acidity Regulator: Citric Acid, Colour: Yellow 5 (E105), Golden Syrup, Maltasees (7%) (Sugar, Skimmed Milk Powder, Cocoa Butter, Glucose Syrup, **Barley** Malt Extract, Cocoa Mass, Skimmed Milk Powder, Whey Powder (**Milk**), **Milk** Powder, **Milk**), **Milk** Fat, Lactose (**Milk**), Whey Powder (**Milk**), Palm Fat, Emulsifier (**Soya** Lecithin, E492), Palm Oil, Raising Agents (E251, E500, E501), Salt, Glaze Agents (E102, E122), Natural Vanilla Extract

Ingredients: **121** (Wheat Flour, Sugar, Palm Oil, Cocoa Butter, **Barley** Malt Extract, Salt, Skimmed **Milk** Powder, Raising Agents (Sodium Bicarbonate, Ammonium Bicarbonate, Potassium Bicarbonate), Cocoa Chocolate (21%) (Sugar, Cocoa Butter, Skimmed **Milk** Powder, Cocoa Mass, **Milk** Fat, Lactose (**Milk**), **Whey** Powder (**Milk**), Palm Oil, Natural Vanilla Extract), Dark Chocolate (10%) (Cocoa Mass, Cocoa Butter, Sugar, Cocoa Powder and Natural Vanilla Extract), **Butter**, Marshmallow (10%) (Glucose-Fructose Syrup, Sugar, Water, Pot Gelatine, Maize Starch, Colours (Beetroot Red), Flavouring), Cocoa Butter (10%) (Cocoa Butter, Glucose-Fructose Syrup, Sugar, Preservatives: Potassium Sorbate, **Sulphur Dioxide**, Acidity Regulators: Citric Acid, Sodium Citrate, Potassium Citrate, Erythrosine), Golden Syrup, Maltasees (7%) (Sugar, Skimmed **Milk** Powder, Cocoa Butter, Glucose Syrup, **Barley** Malt Extract, Cocoa Butter, Natural Vanilla Extract), **Whey** Powder (**Milk**), **Milk** Fat, **Wheat** Flour, Emulsifiers (Soya Lecithin, E492), Palm Oil, Raising Agents (Sodium Bicarbonate, Potassium Bicarbonate, Ammonium Bicarbonate), Glazing Agent (Pectin), Natural Vanilla Extract

Ingredients: Rich Tea Biscuits (21%) (**Wheat** Flour, Sugar, Palm Oil, Glucose Fructose Syrup, Emulsifiers (**Soya** Lecithin), Skimmed **Milk** Powder, Raising Agents (Sodium Bicarbonate, Ammonium Bicarbonate), Flavouring), **Milk** Chocolate (21%) (Sugar, Cocoa Mass, Cocoa Butter, Cocoa Powder, Cocoa Mass, Milk Fat, Lactose (**Milk**), Whey Powder (**Milk**), Palm Fat, Emulsifier (**Soya** Lecithin), Vanillin), Dark Chocolate (10%) (Cocoa Mass, Cocoa Butter, Sugar, Cocoa Powder, Natural Vanilla Flavouring), Raisins, Malted Barley (10%) (Glucose Fructose Syrup, Sugar, Water, Pore Gelatine, Maize Starch, Colour (Beetroot Red), Flavouring), Glace Cherries (10%) (Cherries, Sugar, Glaze), Raisins, Preservatives: Potassium Sorbate, **Sulphur Dioxide**, Acidity Regulator: Citric Acid, Colour: Yellow 5, Golden Yellow 5, Maltesers (7%) (Sugar, Skimmed **Milk** Powder, Cocoa Butter, Glucose Syrup, **Barley** Malt Extract, Cocoa Mass, Palm Fat, Lactose (**Milk**), Emulsifier (**Milk** Fat), **Wheat** Flour, Emulsifiers (**Soya** Lecithin, E492), Palm Oil, Raising Agents (E341, E500, E501), Salt, Natural Vanilla Flavouring, Natural Vanilla Extract).

Ingredients: Rich Tea Biscuits (21%) (**Wheat** Flour, Sugar, Palm Oil, Glucose Fructose Syrup, **Barley** Malt Extract, Salt, Skimmed **Milk** Powder, Raising Agents (Sodium Bicarbonate, Potassium Bicarbonate), Flavouring), **Milk** Chocolate (21%) (Sugar, Cocoa Butter, Skimmed **Milk** Powder, Cocoa Mass, **Milk** Fat, Lactose (**Milk**), **Milk** Powder, Glucose Fructose Syrup), **Sugar** (10%) (Glucose Fructose Syrup), Natural Vanilla Extract, Dark Chocolate (10%) (Cocoa Mass, Cocoa Butter, Sugar, Cocoa Powder, Natural Vanilla Flavouring), **Salt** (10%) (Glucose Fructose Syrup, Sugar, Water, Pot Keltaline, Maltze Starch, Colour (Beetroot Red), Flavouring), Glace Cherries (10%) (Cherries, Glucose-Fructose Syrup, Sugar, Natural Vanilla Flavouring), **Sulphur Dioxide**, Acidify.

Regulator: Citric Acid, **Colour:** Erythrosine), Golden Syrup, Maltasees (7%) (Sugar, Skimmed **Milk** Powder, Cocoa Butter, Glucose Fructose Syrup, Cocoa Mass, Cocoa Mass, Palm Fat, Lactose (**Milk** Fat), **Milk** Powder, **Milk** Fat, Lactose (**Milk** Fat), **Wheat** Flour, Emulsifiers (Soya Lecithin, E492), Palm Oil, Raising Agents (Sodium Bicarbonate, Potassium Bicarbonate), E501, E502, E503, E504, E505, E506, E507, E508, E509, E510, E511, E512, E513, E514, E515, E516, E517, E518, E519, E520, E521, E522, E523, E524, E525, E526, E527, E528, E529, E530, E531, E532, E533, E534, E535, E536, E537, E538, E539, E540, E541, E542, E543, E544, E545, E546, E547, E548, E549, E550, E551, E552, E553, E554, E555, E556, E557, E558, E559, E560, E561, E562, E563, E564, E565, E566, E567, E568, E569, E570, E571, E572, E573, E574, E575, E576, E577, E578, E579, E580, E581, E582, E583, E584, E585, E586, E587, E588, E589, E590, E591, E592, E593, E594, E595, E596, E597, E598, E599, E600, E601, E602, E603, E604, E605, E606, E607, E608, E609, E610, E611, E612, E613, E614, E615, E616, E617, E618, E619, E620, E621, E622, E623, E624, E625, E626, E627, E628, E629, E630, E631, E632, E633, E634, E635, E636, E637, E638, E639, E640, E641, E642, E643, E644, E645, E646, E647, E648, E649, E650, E651, E652, E653, E654, E655, E656, E657, E658, E659, E660, E661, E662, E663, E664, E665, E666, E667, E668, E669, E670, E671, E672, E673, E674, E675, E676, E677, E678, E679, E680, E681, E682, E683, E684, E685, E686, E687, E688, E689, E690, E691, E692, E693, E694, E695, E696, E697, E698, E699, E700, E701, E702, E703, E704, E705, E706, E707, E708, E709, E710, E711, E712, E713, E714, E715, E716, E717, E718, E719, E720, E721, E722, E723, E724, E725, E726, E727, E728, E729, E730, E731, E732, E733, E734, E735, E736, E737, E738, E739, E740, E741, E742, E743, E744, E745, E746, E747, E748, E749, E750, E751, E752, E753, E754, E755, E756, E757, E758, E759, E760, E761, E762, E763, E764, E765, E766, E767, E768, E769, E770, E771, E772, E773, E774, E775, E776, E777, E778, E779, E780, E781, E782, E783, E784, E785, E786, E787, E788, E789, E790, E791, E792, E793, E794, E795, E796, E797, E798, E799, E800, E801, E802, E803, E804, E805, E806, E807, E808, E809, E810, E811, E812, E813, E814, E815, E816, E817, E818, E819, E820, E821, E822, E823, E824, E825, E826, E827, E828, E829, E830, E831, E832, E833, E834, E835, E836, E837, E838, E839, E840, E841, E842, E843, E844, E845, E846, E847, E848, E849, E850, E851, E852, E853, E854, E855, E856, E857, E858, E859, E860, E861, E862, E863, E864, E865, E866, E867, E868, E869, E870, E871, E872, E873, E874, E875, E876, E877, E878, E879, E880, E881, E882, E883, E884, E885, E886, E887, E888, E889, E890, E891, E892, E893, E894, E895, E896, E897, E898, E899, E900, E901, E902, E903, E904, E905, E906, E907, E908, E909, E910, E911, E912, E913, E914, E915, E916, E917, E918, E919, E920, E921, E922, E923, E924, E925, E926, E927, E928, E929, E930, E931, E932, E933, E934, E935, E936, E937, E938, E939, E940, E941, E942, E943, E944, E945, E946, E947, E948, E949, E950, E951, E952, E953, E954, E955, E956, E957, E958, E959, E960, E961, E962, E963, E964, E965, E966, E967, E968, E969, E970, E971, E972, E973, E974, E975, E976, E977, E978, E979, E980, E981, E982, E983, E984, E985, E986, E987, E988, E989, E990, E991, E992, E993, E994, E995, E996, E997, E998, E999, E1000, E1001, E1002, E1003, E1004, E1005, E1006, E1007, E1008, E1009, E1010, E1011, E1012, E1013, E1014, E1015, E1016, E1017, E1018, E1019, E1020, E1021, E1022, E1023, E1024, E1025, E1026, E1027, E1028, E1029, E1030, E1031, E1032, E1033, E1034, E1035, E1036, E1037, E1038, E1039, E1040, E1041, E1042, E1043, E1044, E1045, E1046, E1047, E1048, E1049, E1050, E1051, E1052, E1053, E1054, E1055, E1056, E1057, E1058, E1059, E1060, E1061, E1062, E1063, E1064, E1065, E1066, E1067, E1068, E1069, E1070, E1071, E1072, E1073, E1074, E1075, E1076, E1077, E1078, E1079, E1080, E1081, E1082, E1083, E1084, E1085, E1086, E1087, E1088, E1089, E1090, E1091, E1092, E1093, E1094, E1095, E1096, E1097, E1098, E1099, E1100, E1101, E1102, E1103, E1104, E1105, E1106, E1107, E1108, E1109, E1110, E1111, E1112, E1113, E1114, E1115, E1116, E1117, E1118, E1119, E1120, E1121, E1122, E1123, E1124, E1125, E1126, E1127, E1128, E1129, E1130, E1131, E1132, E1133, E1134, E1135, E1136, E1137, E1138, E1139, E1140, E1141, E1142, E1143, E1144, E1145, E1146, E1147, E1148, E1149, E1150, E1151, E1152, E1153, E1154, E1155, E1156, E1157, E1158, E1159, E1160, E1161, E1162, E1163, E1164, E1165, E1166, E1167, E1168, E1169, E1170, E1171, E1172, E1173, E1174, E1175, E1176, E1177, E1178, E1179, E1180, E1181, E1182, E1183, E1184, E1185, E1186, E1187, E1188, E1189, E1190, E1191, E119

Ingredients: Rich Tea Biscuits
(2.1%) (**Wheat** Flour, Sugar, Palm
Oil, Emulsifier (E471), Salt)
Barley Malt Extract, Salt, Skimmed
Milk Powder, Raising Agents
(Sodium Bicarbonate, Ammonium
Carbonate) (10%) (**Milk**,
Cocoa Butter (21%)(Sugar,
Cocoa Butter, Skimmed Milk
Powder, Cocoa Mass, Milk Fat,
Lactose (**Milk**), Whey Powder (**Milk**), Palm
Oil, Emulsifier (E471), Salt),
Natural Vanilla Extract, Dark
Chocolate (10%)(Cocoa Mass,
Cocoa Butter, Sugar, Cocoa Powder
Nibs, Cocoa Beans, Cocoa Shavings,
Butter, Cocoa Marshmallows (10%),
Butter,
(Glucose-Fructose Syrup, Sugar,
Water, Pore Gelatine, Maize Starch,
Colour (Betanoot Red), Flavouring,
Salt) (10%) (**Sugar**, Glucose-
Fructose Syrup, Sugar, Preservatives:
Potassium Sorbate,
Sulphur Dioxide, Acidity
Regulators: Citric Acid, Potassium
Dihydrogen Phosphate, Erythrins),
Golden Syrup,
Malteases (7%) (Sugar, Skimmed
Milk Powder, Cocoa Butter, Glucose
Syrup, **Barley Malt Extract**, Cocoa
Mass, Cocoa Butter, Golden Syrup,
Whey Powder (**Milk**), Milk Fat,
Wheat Flour, Emulsifiers (Soya
Lecithin, E492), Palm Oil, Raising
Agents (Sodium Bicarbonate, Salt,
Glazing Agent (Pectin)), Natural
Vanilla Extract

Ingredients: Rich Tea Biscuits (21%) (**Wheat** Flour, Sugar, Palm Oil, Glucose Fructose Syrup, **Barley** Malt Extract, Salt, Skimmed **Milk** Powder, Raising Agents (Soya Lecithin, Potassium Bicarbonate), Flavourings), **Milk** Chocolate (21%) (Sugar, Cocoa Butter, Skimmed **Milk** Powder, Cocoa Mass, **Milk** Fat, Lactose) (**Milk**), **Milk** Powder, **Milk** (Milk), Palm Oil, Glucose Fructose Syrup, Natural Vanilla Extract, Dark Chocolate (10%) (Cocoa Mass, Cocoa Butter, Sugar, Cocoa Powder, Natural Vanilla Flavouring), **Natural**, Marshmallows (10%) (Sugar, Glucose Fructose Syrup, Water, Pork Gelatine, Mince Sugar, Chocolate (Butterproofed), Glace Cherries (10%) (Cherries, Glucose-Fructose Syrup, Sugar, Glucose Fructose Syrup, Sorbate), **Sulphur Dioxide**, Acidity Regulator: Citric Acid, Colour: Erythrosine), Golden Syrup, Maltasees (7%) (Sugar, Skimmed **Milk** Powder, Cocoa Butter, Glucose Fructose Syrup, Cocoa Mass, Palm Fat, Lactose) (**Milk**), **Wheat** Flour, Emulsifiers (**Soya** Lecithin, E492), Palm Oil, Raising Agents (E341, E500, E501), Salt, Natural Vanilla Extract.

INGREDIENTS: WATER, CHICKEN STOCK, ENRICHED PASTA (SEMOLINA WHEAT FLOUR, EGG WHITE SOLIDS, NIACIN, IRON, THIAMINE MONONITRATE (VITAMIN B1), RIBOFLAVIN (VITAMIN B2) AND FOLIC ACID), CREAM (DERIVED FROM MILK), CHICKEN, CONTAINS LESS THAN 2% OF CHEESES (GRANULAR, PARMESAN AND ROMANO PASTE (PASTEURIZED COW'S MILK, CULTURES, SALT, ENZYMES), WATER, SALT, LACTIC ACID, CITRIC ACID AND DISODIUM PHOSPHATE), BUTTER (PASTEURIZED SWEET CREAM (DERIVED FROM MILK) AND SALT), MODIFIED CORN STARCH, SALT, WHOLE EGG SOLIDS, SUGAR, DATEM, RICE STARCH, GARLIC, SPICE, XANTHAN GUM, CHEESE FLAVOR (PARTIALLY HYDROGENATED SOYBEAN OIL, FLAVORINGS AND SMOKE FLAVORING), MUSTARD FLOUR, ISOLATED SOY PROTEIN AND SODIUM PHOSPHATE.

**...you can't read
on 2m screen!**

BAD

GOOD

You can't...



Print on:

- Seams
- Package joints
- On corners
etc, etc, etc,

Of course you can add voluntary information...

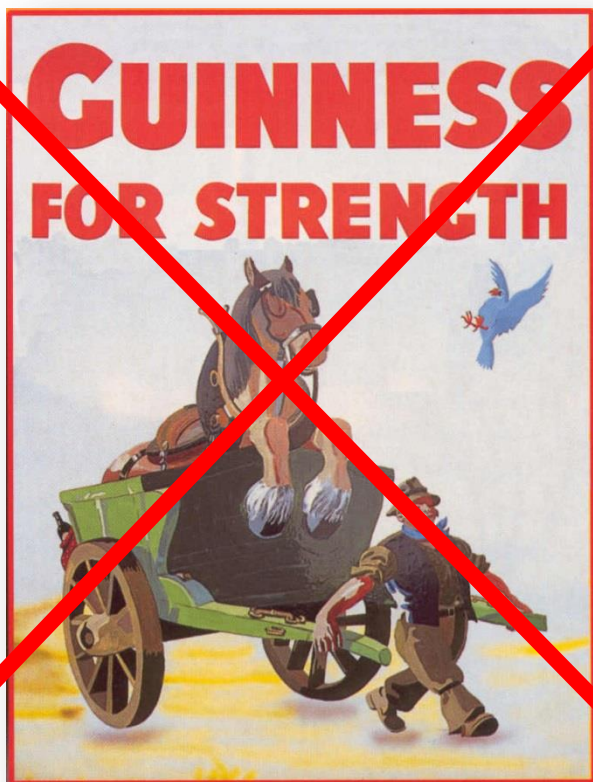
- **Shall not mislead the consumer**
- **Shall not be ambiguous or confusing**
- **Shall be, where appropriate, be based on the relevant scientific data**

**BRINGS US TO
MARKETING TERMS**

Some food marketing footballs!



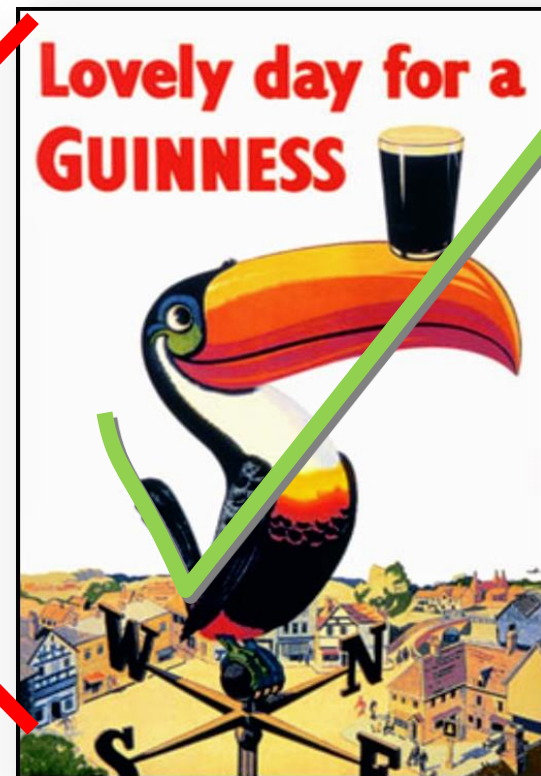
Could you use this today?



NO!
Unsubstantiated
Claim.

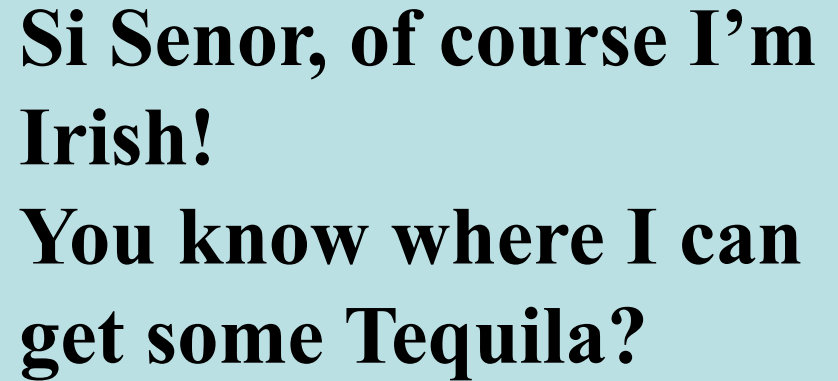


NO!
Implies benefit



Yes!

Nope! you can't mislead...



**Si Senor, of course I'm
Irish!
You know where I can
get some Tequila?**

Your can't tell the truth – to tell a lie!

Another food marketing football...



...all milk is natural!

How about “natural” carrots?



...seen any “unnatural” carrots lately?

You can't fool consumers...

GN 29 states

The Sales "Image"



- Food made at a single location on a Farm
- Food made by a micro-enterprise
- Local characteristic ingredients

(Farmhouse Bread; Farmhouse Paté; Farmhouse soup, Farmhouse cheese)

The Reality?

Artisan = hand made?

GN29 clearly defines;

- **Food made in limited quantities by skilled craftspeople**
- **Processing method not fully mechanised or follows traditional method**
- **Food made in a micro-enterprise at a single location**
- **Characteristic ingredients are sourced locally where seasonally available and practical**

...but he's no artisan!!!

Traditions have to start somewhere?

Traditional
Irish Pízza



**Tradition must be
30yrs. Old - Minimum**

Lunch special

Traditional
Irish Stew



Only €12
Lunch special

Can ham be Natural?

GN29 says

- **Food/Ingredients formed by nature not significantly interfered with by man**
 - **Ingredients and final food**
 - **Additive free or only natural source additives**
 - **Only natural flavourings (EU)**
- 
- A photograph of a cooked ham on a white platter, garnished with various vegetables like carrots and green beans. The image is semi-transparent and serves as a background for the list of criteria.

No – But it can be natural ingredient ham

Please remember...



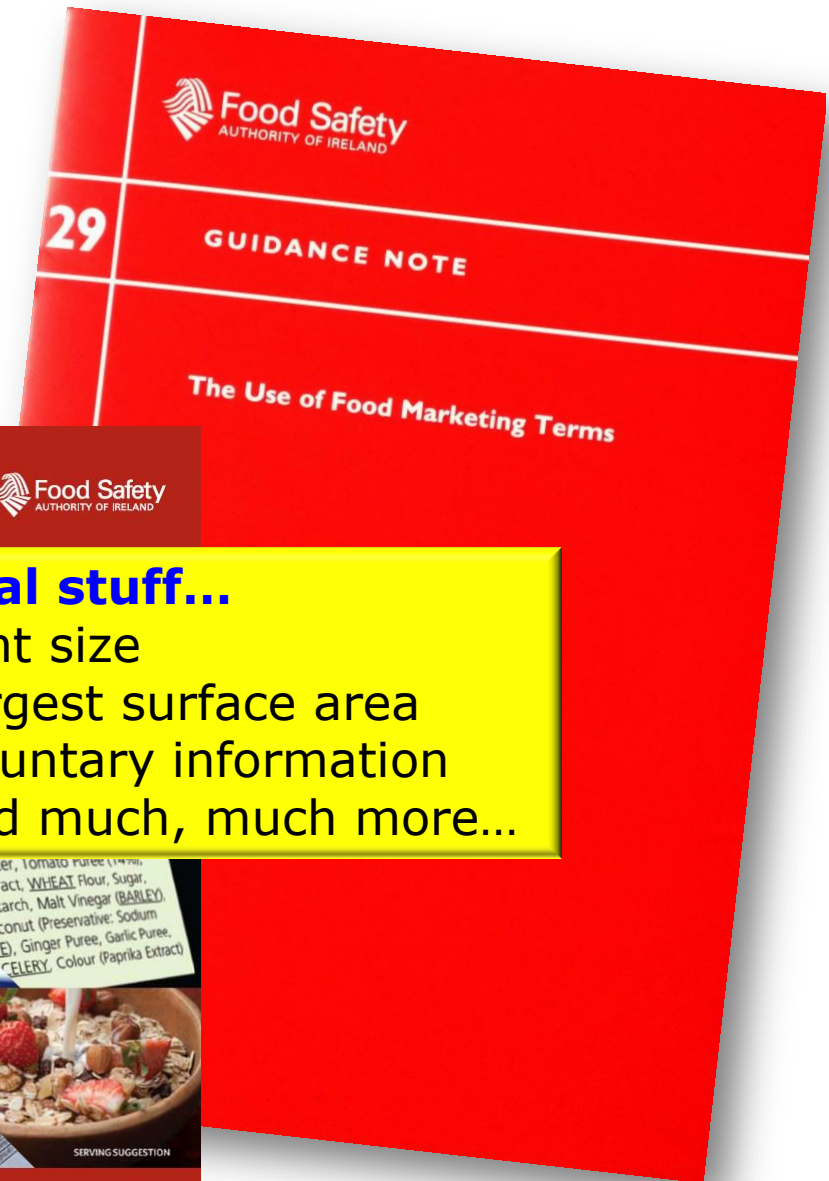
It's your job to get it right

Consumers



...will hold you responsible!

A good resource for food businesses



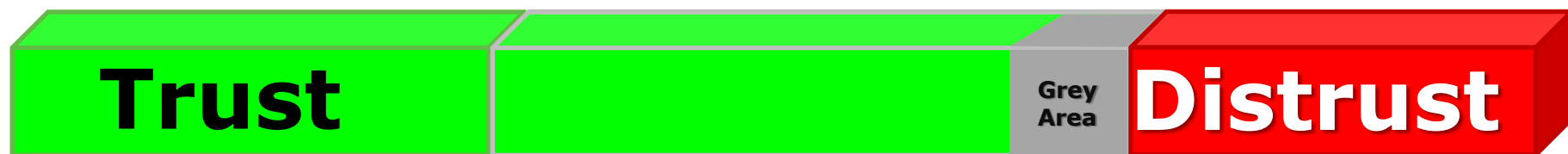
All the technical stuff...

- Font size
- Largest surface area
- Voluntary information and much, much more...



It's A Very Simple Process!

Compliant Labelling
Reduces Grey Area



This is the Danger Zone

TRUST is good for everybody!



Consumers

Food Jobs



**...a delicate
balance!**