

## **EP plenary vote on food information to consumers welcomed by FoodDrinkEurope**

(Brussels, 6 July 2011) FoodDrinkEurope welcomes today's vote in the European Parliament plenary on the draft Regulation on the provision of food information to consumers.

Recognising the difficulties EU decision-makers faced in reaching a compromise on the food information proposal, FoodDrinkEurope welcomes the deal struck between the EU institutions in second reading after nearly three years of long, often difficult discussions. Nevertheless, FoodDrinkEurope regrets that certain issues of importance to Europe's food manufacturers were not given due consideration in the final outcome or that several issues will be decided upon only when the implementing rules are established. Given the number of specific issues that will be dealt with under this procedure, it is difficult to know today what the final outcome will bring in terms of clear and comprehensive information for the consumer or indeed how these measures will impact on the competitiveness of Europe's food and drink industry.

Speaking after the vote, Jesús Serafín Pérez, President of FoodDrinkEurope commented: *"Europe's food and drink manufacturers commend the EU Institutions for reaching an agreement on the food information to consumers' proposal despite many hurdles along the way. Manufacturers have long called for a more pragmatic approach to ensure that food information is both clear and meaningful for the consumer and, at the same time, that the final outcome presents a workable piece of legislation for food manufacturers -large and small- thereby helping to promote the competitiveness of Europe's number one manufacturing industry."*

FoodDrinkEurope now calls on the EU institutions to ensure that the Regulation is implemented in line with the proposal's original aim, that is, to harmonise and simplify existing legislation and to improve consumer understanding. Proper implementation of the new Regulation bearing in mind these objectives, including consultation with stakeholders, is crucial to ensure that the final result presents a good result for consumers and manufacturers alike. FoodDrinkEurope looks forward to cooperating with EU decision-makers in this process as the implementing acts of the Regulation are passed in the years to come.

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FoodDrinkEurope represents the food and drink industries of Europe – the largest manufacturing sector in the EU in terms of turnover and employment. FoodDrinkEurope's mission is to represent the food and drink industries interests, at the level of European and international institutions, in order to contribute to the development of a legislative and economic framework addressing the competitiveness of industry, food quality and safety, consumer protection and respect for the environment. The membership of FoodDrinkEurope is made up of 26 national federations, including 3 observers, 26 European sector associations and 19 major food and drink companies. For more information on FoodDrinkEurope, visit: [www.fooddrinkeurope.eu](http://www.fooddrinkeurope.eu)