



THE ISSUE OF CORRECT NAMING OF FOOD OF ANIMAL ORIGIN - CURRENT SITUATION AND CZECH EXPERIENCE

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Content of the presentation

Innovation communication

Identifying the problem

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Problems associated with NGOs

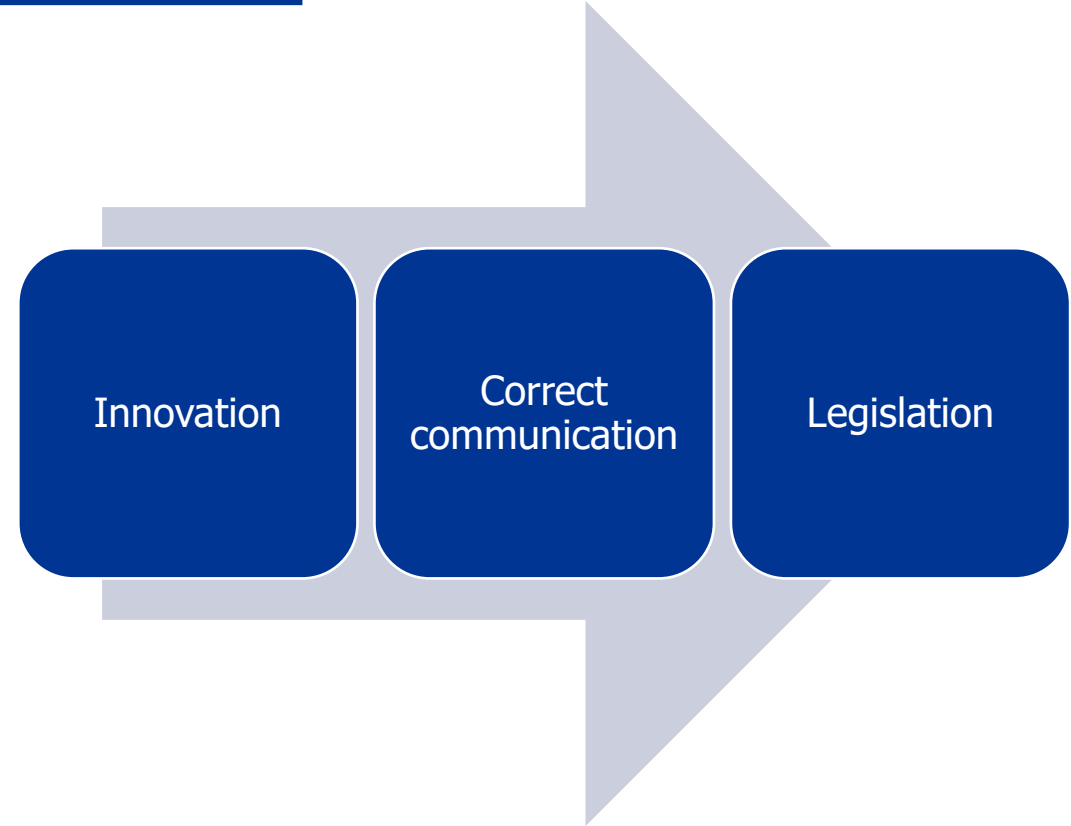
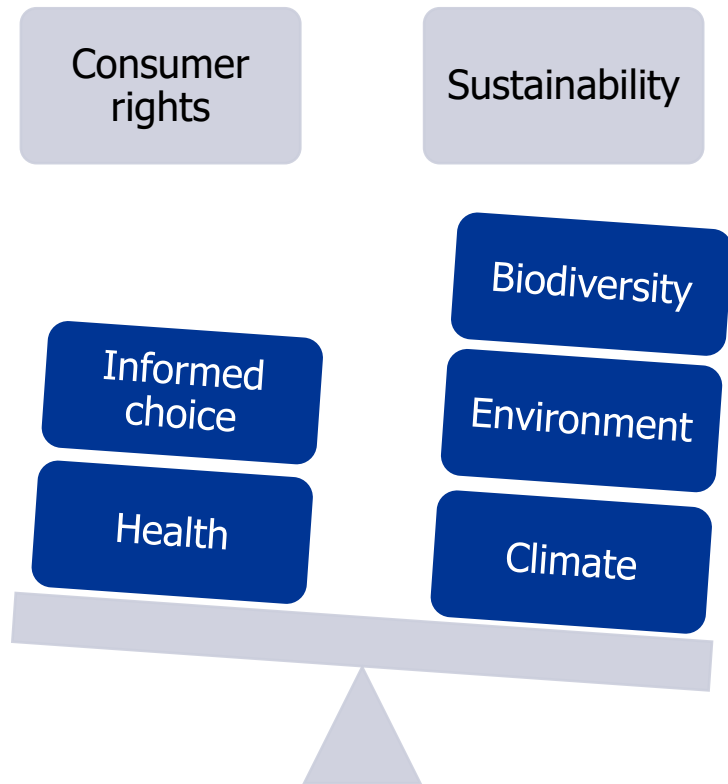
Problems associated with simplified FOPNL

Problem with the lack of legislation

Czech experience



Innovation communication



NOT to mislead consumers

Identifying the problem

There is strong development on the market with the imitations of foods of animal origin that have similar sensorial characteristics but practically incomparable nutritional value

Abuse of names traditionally used for food of animal origin confuses consumers and facilitates market entry for imitations

Foods of animal origin are presented as unhealthy, unethical and threatening the environment

Imitations are usually ultra-processed foods, the consumption of which is recommended by the WHO to be reduced

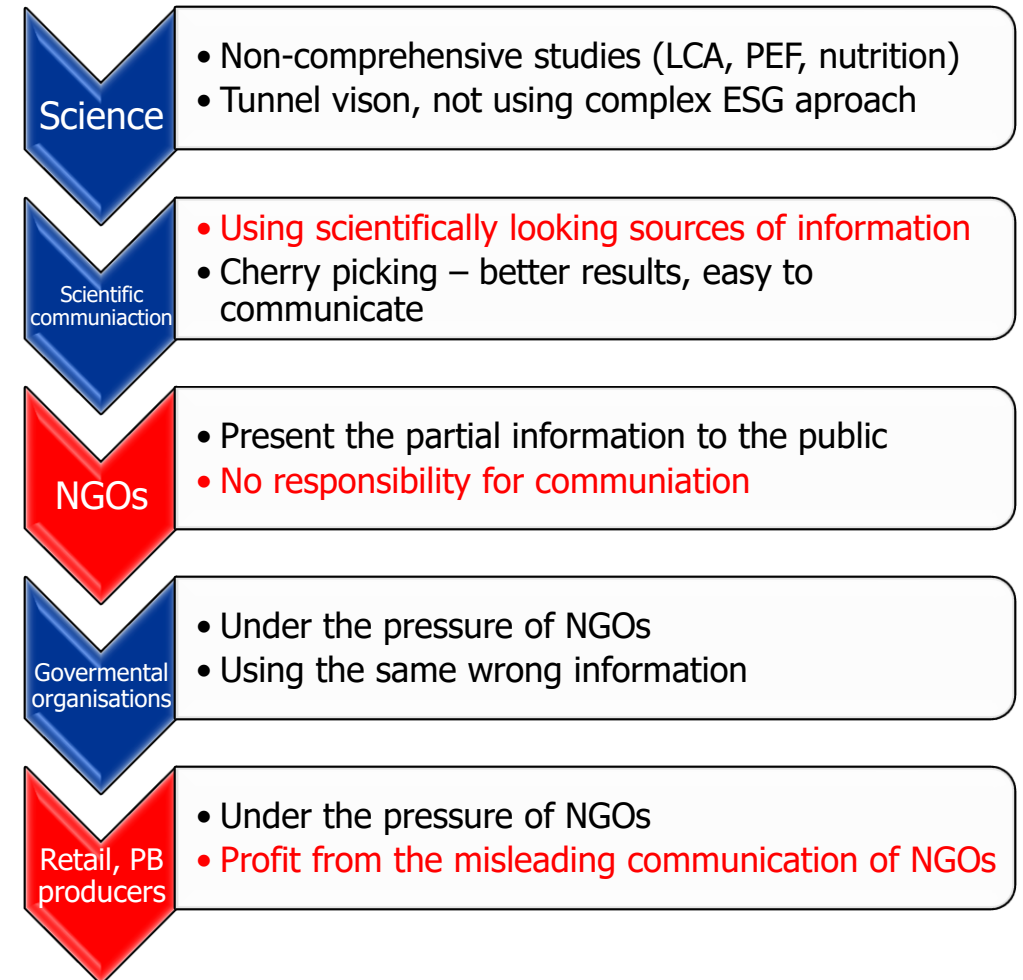
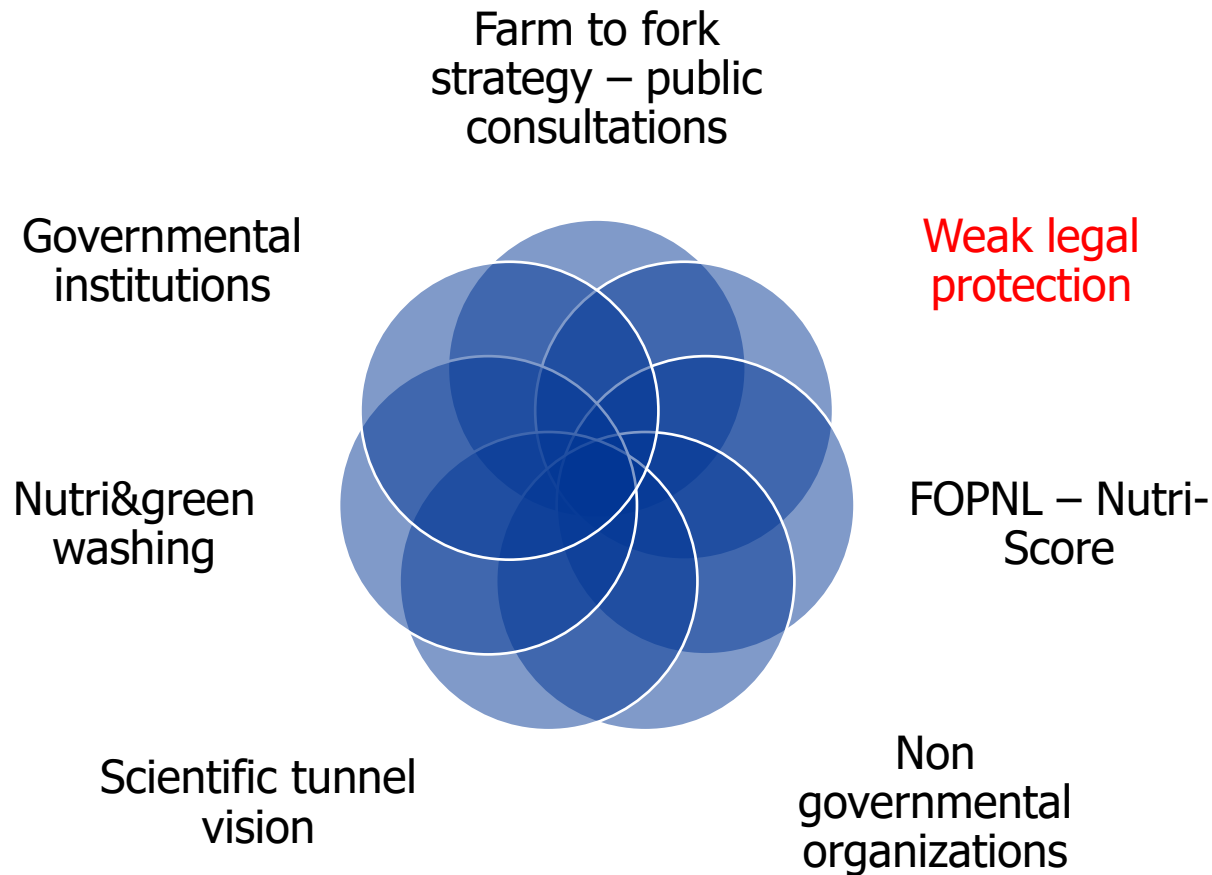
The production of food of animal origin is bound by strict regulations, including unambiguous terminology; production is strictly controlled (non-defect, quality)

The promotion of imitations is based on a vegan ideology that has no fixed rules and does not take into account current requirements for healthy nutrition

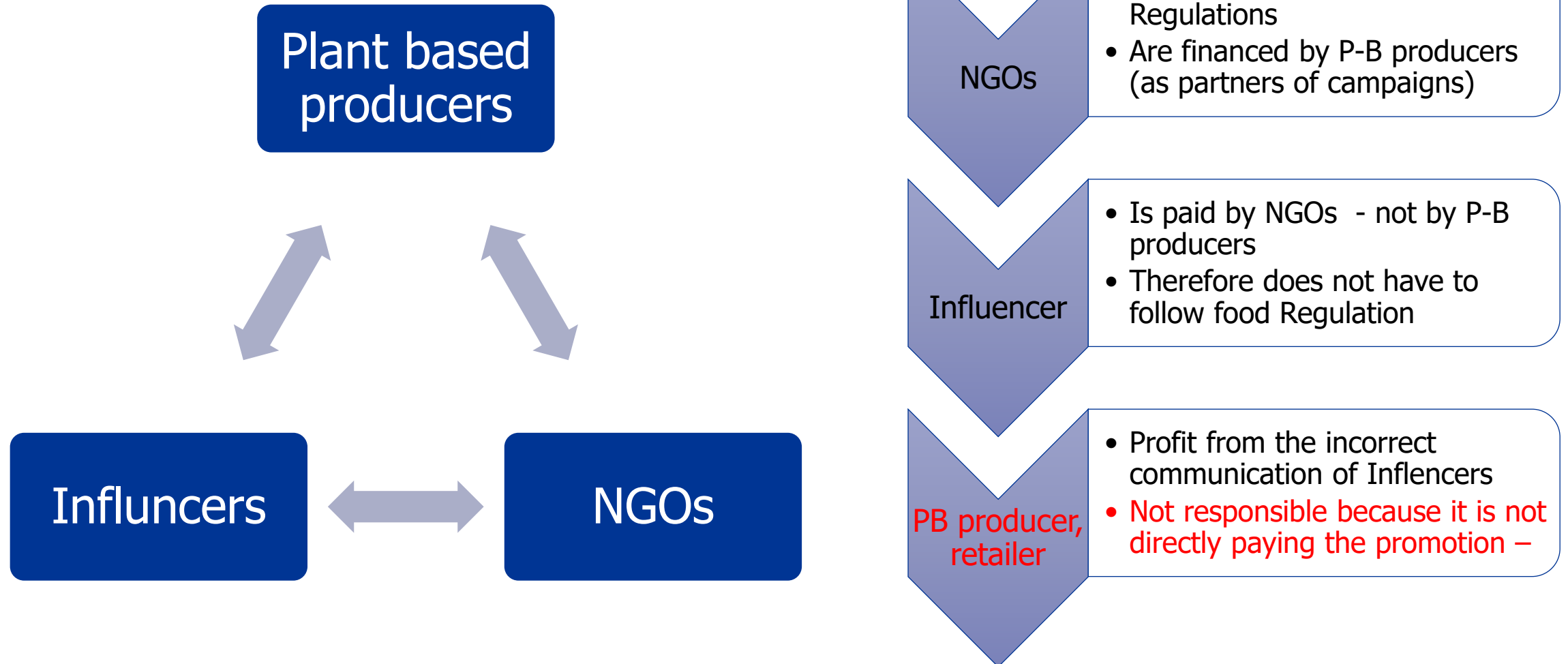
The production of some raw materials for imitations (textured proteins, dyes, aromas) is in the hands of a small number of companies and may monopolize the market and threaten the stability of the system



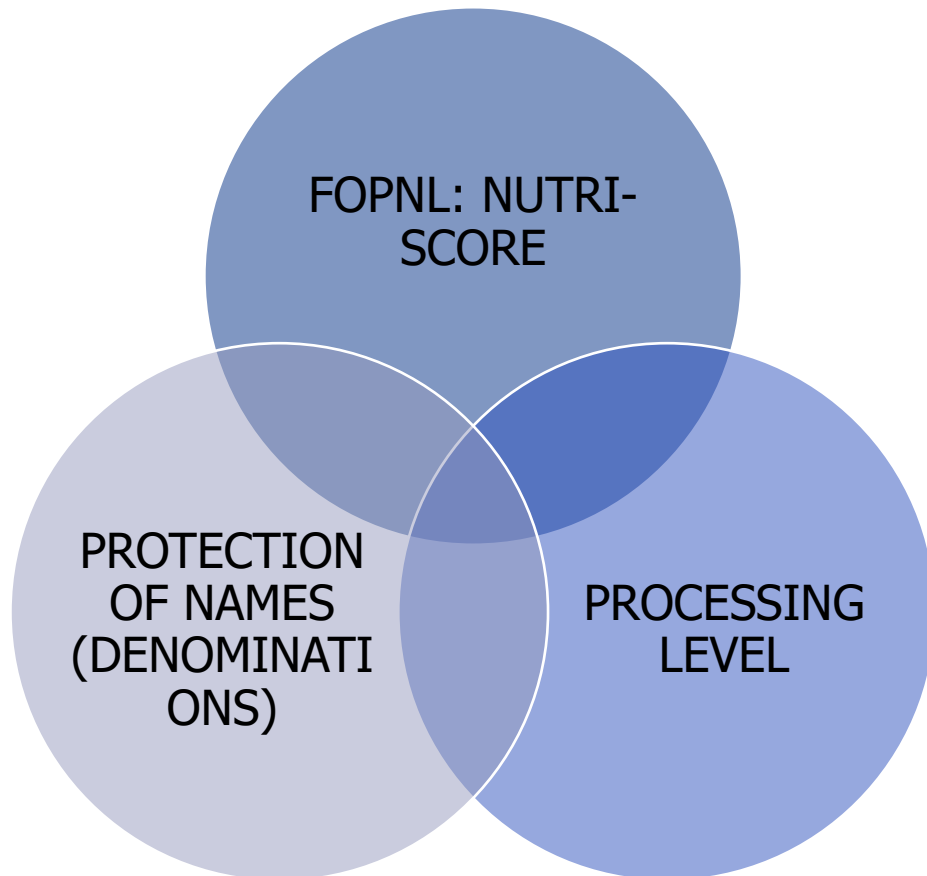
Characterisation of the problem



Problems associated with NGOs – responsibility, legality



Problems associated with simplified FOPNL



Too simplistic, focused only on main nutrients

Promotes Ultra-Processed-Foods



Discriminates unprocessed & less processed foods

It divides food into healthy and unhealthy



Allows all kinds of imitations to be viewed as an „alternative“ to the foods of animal origin

Will lead to a monopolization of the market



Will jeopardize the livelihood of small and medium farmers and food processors

Will jeopardize the health of the EU citizens



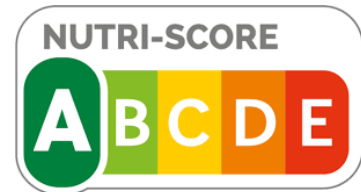
Problems associated with simplified FOPNL



17 ingredients: Drinking water, soy protein, vegetable oils: rapeseed, coconut; fermented alcoholic vinegar, flavouring, stabilizer: E461 - methylcellulose, corn starch, fruit and vegetable concentrates: apple, beetroot, carrot, hibiscus; table salt, barley malt extract, soy sauce: soy, wheat, table salt; acidity regulator: E525 - potassium hydroxide

Higher energy value, higher fat content

Allergens: cereals containing gluten, soybeans



2 ingredients:
beef, salt

Lower energy value, higher protein content

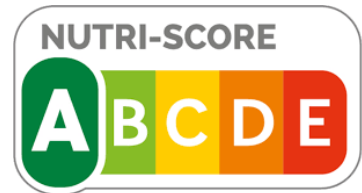


Problems associated with simplified FOPNL



8 ingredients: Sunflower paste, drinking water, sunflower seeds, bamboo fiber, concentrated lemon juice, table salt, E333 - calcium citrates, vitamin B12

Information about allergens were not provided



4 ingredients: Milk, cream, table salt, milk cultures

Allergens: milk



Problem with the lack of legislation

Lack of protection for names of food of animal origin

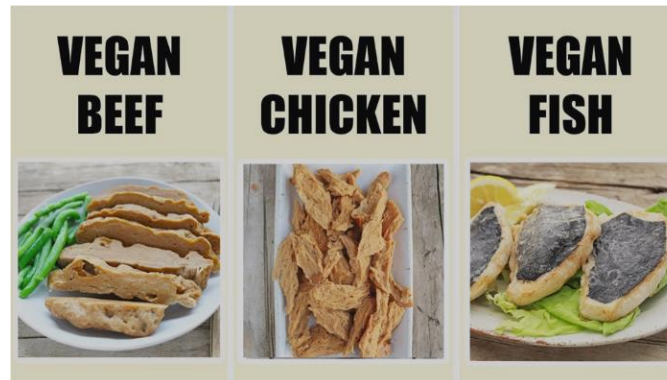
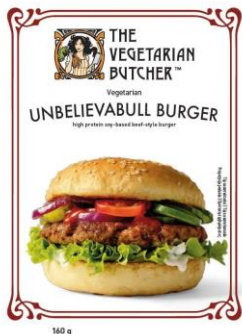
Non-existent protection of the name 'meat' as such

Non-existent protection of species names

Non-existent protection of names of meat cuts

Lack of protection for many traditional products

Non-existent protection of traditional butchers' terminology



Czech experience

Monitoring – main drivers of the action

- 2020 – Names of food of animal origin are used more and more frequently for plant-based products
- 2Q 2021 – control bodies declare that there is not sufficient legislation to protect names of meat and meat products
- 06/2021 – ProVeg Czech Republic established
- Aggressive campaigns against food of animal origin
- 3Q 2021 – Ministry of agriculture declare that the protection against these practices is not legally possible

Czech experience – what has been done

NATIONAL LEVEL

- **Aim: National law on protection of names of food of animal origin**
- Monitoring
- Initiation of cooperation with processors
- Inclusion in the priorities of the Consortium of Agri-Food Organisations CZ and SK
- Start of systematic negotiations with the Ministry of Agriculture, the Ministry of Health, the State Veterinary Administration, the State Agricultural and Food Inspection Authority
- Launch of the platform of "alternative foods"
- Identification of like-minded heavy-weights, briefings
- Press conferences, articles, cooperation with experts
- Preparation of legislative amendments to national decrees
-

EU LEVEL

- **Aim: EU law on protection of names of food of animal origin**
- Identifying allies at EU level - European organisations, associations, but also Member States
- Close cooperation with allies
- Preparation of legislative amendments to EU law
- Participation in international conferences
- Co-organization of the FOPNL conference at CZ PERMREP during CZ PRES
- Close cooperation with MEPs - meetings, communication, initiatives of MEPs
-

Czech experience – where are we now – main achievements so far

NATIONAL LEVEL

- **Aim: National law on protection of names of food of animal origin**
- Awakening the debate at national level
- Both the **Ministry of Agriculture** and the Ministry of Health have spoken out **against the promotion of "plant-based milk"**
- The **Ministry of Agriculture is actively working** with us **on a legislative solution** to the problem
- **Plant-based imitations producers have pledged not to use the names used for milk, dairy products and even meat and essential meat cuts**
- **The State Agricultural and Food Inspection Authority** issued an opinion opposing the use of the term "alternative", in some cases even rejecting the term "imitation" and encouraging the search for other terminology that does not use the names of meat or dairy products at all
- **NEXT STEPS: Continued pressure to ensure protection of names at national level**

EU LEVEL

- **Aim: EU law on protection of names of food of animal origin**
- Very good cooperation with European organisations including Copa - Cogeca and other allies
- Initiation of discussions with European Livestock Voice
- Strengthening cooperation with other processing organisations, including PL :-)
- Letter from MEPs
- **NEXT STEPS: Further cooperation with allies, formation of new relationships, need to ensure maximum unity at EU level. Ensure that the topic is included in the Council of Ministers' agenda.**



EU2022.CZ

Harmonized Front of Pack Labelling and Its Impact on Sustainable Food Labelling

Event hosted by the Czech Permanent Representation

10th November 16:00 -19:00

15 Rue Caroly, 1050 - Ixelles, Bruxelles

List of speakers:

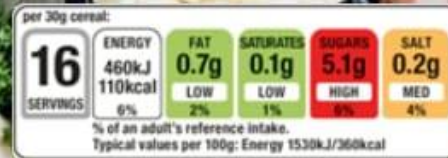
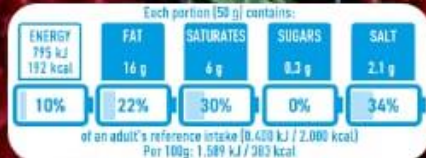
- **Alexander Anton** - Moderator
- **Jindřich Fialka** - Deputy Minister of Agriculture of the Czech Republic
- **Roser Domenech Amado** - Acting Director, One Health, DG SANTE
- **Véronique Trillet-Lenoir** - MEP RENEW
- **Pekka Pesonen** - Secretary General, Copa Cogeca
- **Dana Večeřová** - President, Federation of the Food and Drink Industries of the Czech Republic
- **Lynnette Neufeld** - Director, Food and Nutrition Division, FAO
- **Marco Silano** - Director of Nutrition and Health Unit, Istituto Superiore di Sanità, Italy
- **Nicholas Hodac** - Director General, UNESDA - Soft drinks Europe
- **Drahomíra Mandíková** - Chief Corporate Affairs Officer, ASAHI Europe & International

Event description:

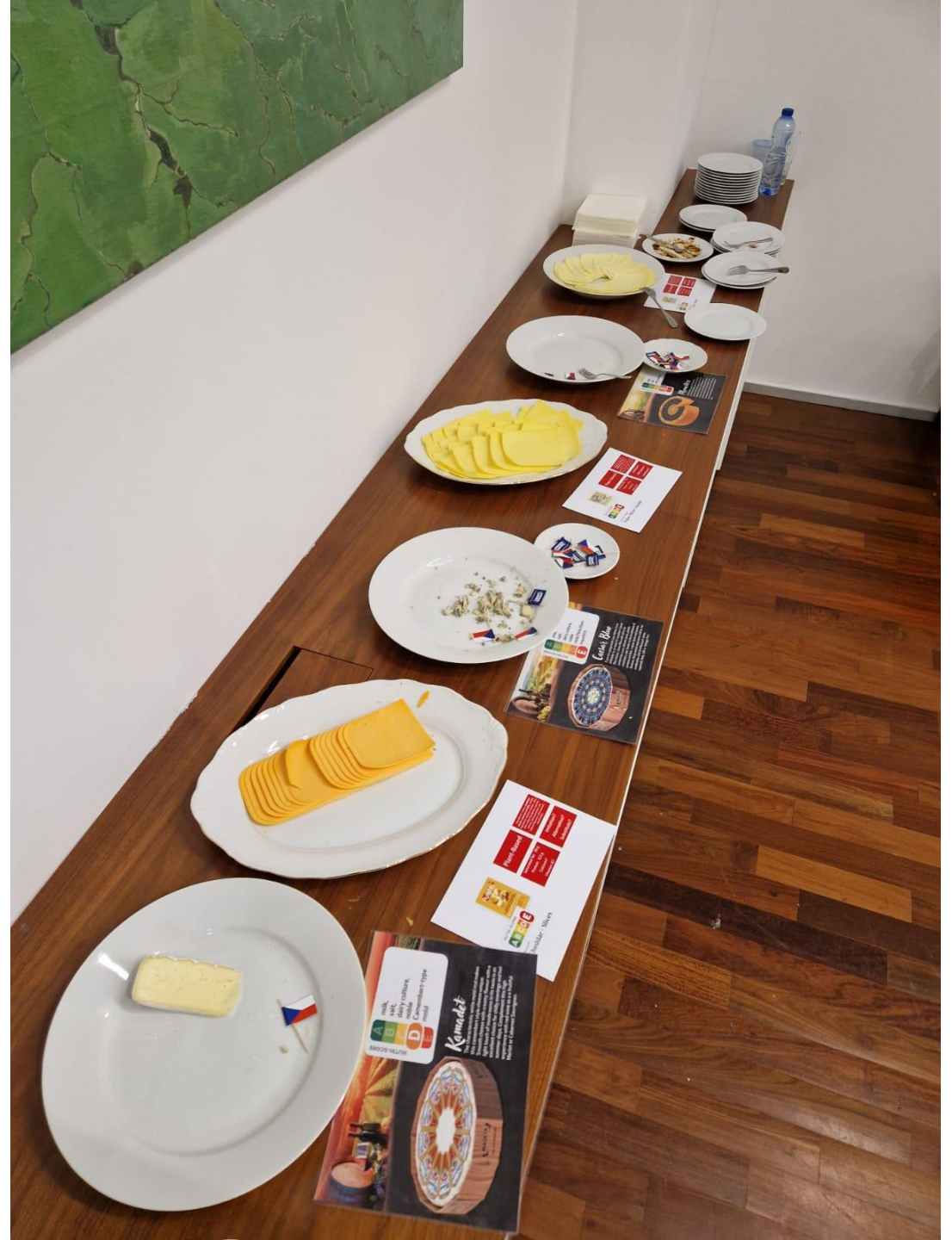
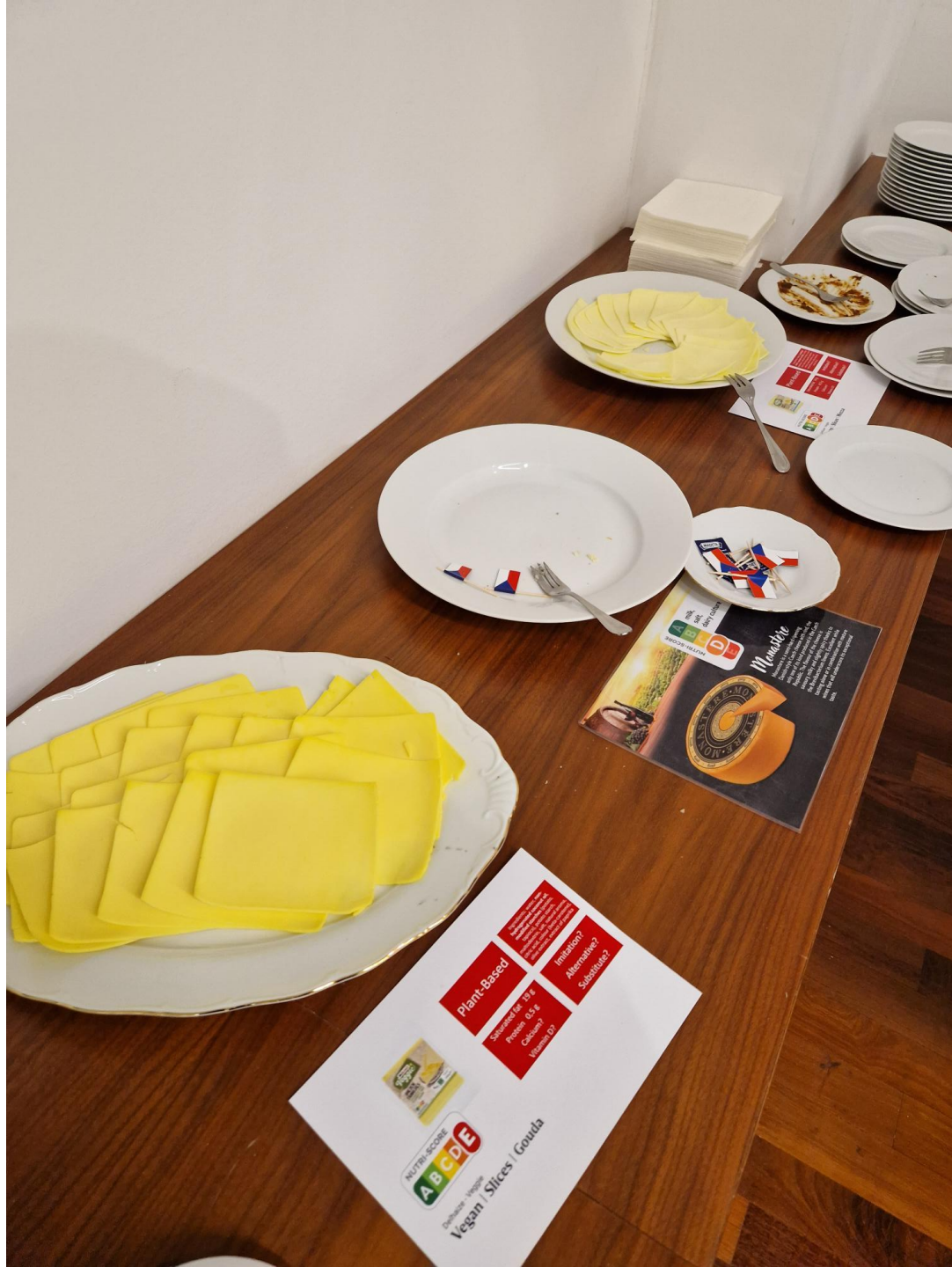
The Regulation (EU) No 1169/2011 on the provision of food information to consumers establishes harmonized rules for the nutrition declaration to be provided on the packaging of foods, consisting of 7 mandatory pieces of information and other 6 voluntary. The same Regulation provides harmonized rules for voluntary front-of-pack nutrition labelling and rules for additional forms of expression and presentation.

The European Commission's Farm to Fork Strategy aims to introduce harmonized mandatory front-of-pack nutrition labelling. The Farm to Fork Strategy sets out that new legislative initiatives will be proposed in line with the principles of Better Regulation, including, where appropriate, evaluations and impact assessments.

The conference will be followed by a performance of the choir Brussings and a reception of food from the Czech Republic.











THANKS FOR YOUR ATTENTION

We are looking for discussion and cooperation.

CONSORTIUM OF CZECH AND SLOVAK AGRICULTURAL AND FOOD INDUSTRIES AND
NON-GOVERNMENTAL ORGANISATIONS

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