Foodstuffs: labelling, presentation and advertising (amend. Directive 79/112/EEC)

1991/0380(COD) - 27/01/1997 - Final act

OBJECTIVE: to improve the provisions on labelling as regards the precise nature and characteristics of products with a view to assuring better information for consumers and encouraging the free movement of goods. COMMUNITY MEASURE: European Parliament and Council Directive 97/4/EC amending Directive 79/112/EEC on the approximation of the laws of the Member States relating to the labelling, presentation and advertising of foodstuffs. SUBSTANCE: the directive introduces the principle of the quantitative indication of certain ingredients. The sales name should not be such as to mislead the consumer as to the characteristics of the foodstuff. It must correspond to the name provided for this foodstuff in the Community provisions or, in the absence of such provisions, to the name provided for by the Member State where the sale is being made to the end consumer of this foodstuff. Failing that, the sales name shall be the name customary in the Member State where the sale is being made to the final consumer or by a description of the foodstuff and, if necessary, its use, which is sufficiently precise to allow the purchaser to avoid any confusion with a comparable product. The directive also specifies the exemption enjoyed by products made from a single ingredient. Member States must modify their legislation as follows: - allow trade in products in accordance with the directive by 14 August 1998; - prohibit trade in products which do not conform by 14 February 2000. ENTRY INTO FORCE: 14/02 /1997