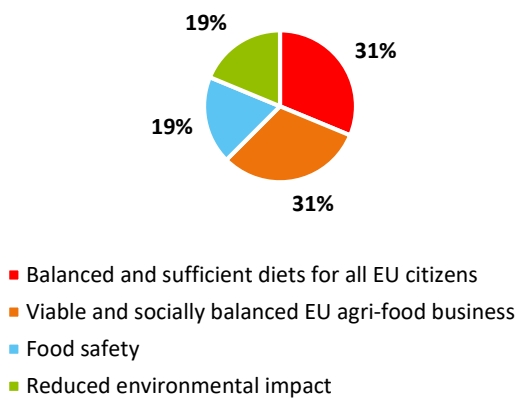


## A4.8 Policy instrument: Labelling measure

Nowadays consumers are always more interested in understanding what effects the food we eat have on our health and wellbeing, its origin and production methods, thus demanding full **transparency, traceability** and **authenticity** from the food industry, farmers and fishermen. This consumer-driven demand for a return to 'real food' is also accompanied by growing pressure from governments and the civil society to make food production methods more sustainable, green and fair, using specific labelling measures (e.g. organic farming, fair trade, animal welfare, carbon footprint).

Food labels on the food purchased in supermarkets can take many forms, from nutrient lists and profiles to informative logos and traffic light schemes. Labels should be comparable, transparent, simple, easily verifiable and accessible to consumers.

### Proportion of mapped policies using labelling measures by GOAL

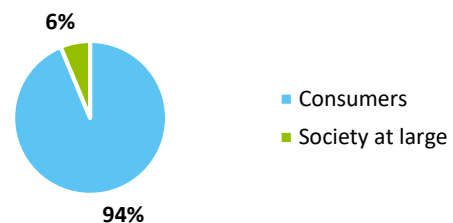


Nowadays, food products can be certified following different parameters: not only by their nutritional and caloric content, but also by their origin and distance, the fairness of their production system, the authenticity of their basic ingredients, the impact they have on the environment, and so on.

For this reason, our mapping suggests that labelling measures are used as a policy instrument to reach almost all goals in a relatively balanced way.

### Proportion of mapped policies using labelling measures by ULTIMATE BENEFICIARY

Unsurprisingly, **consumers** are the stakeholders that labelling measures aim to benefit the most (94%), being those purchasing food products marked with labels.

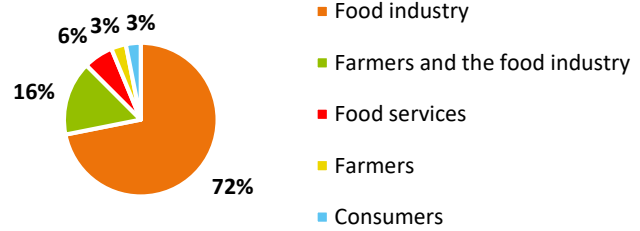


None of the mapped policies are designed to benefit **food producers**. However, consumers' increased awareness on the food we eat – and their potential willing to pay a higher price for it – represents an opportunity for food companies to develop new and more sustainable, fair and healthy products.

*In light of this, may the **food industry** and **farmers** be considered as an ultimate beneficiary too?*

## Proportion of mapped policies using labelling measures by PRIMARY TARGET

As previously said, **food producers** are the primary target through which labelling measures can benefit consumers (72%).



**Citizens** and **consumers** are putting always more pressure on nutrition, sustainability and equity-related labels with which industries mark food products. *Are they gradually gaining the marketing power to influence the food industry and its supply? Can we say that labelling policies act through consumers' new and empowered role to ultimately benefit consumers themselves?*

From our mapping, it seems that **food services** play a minor role in guaranteeing food transparency, traceability and authenticity (3%). *Could labelling systems displaying the nutritional content of the food served in restaurants or cafés influence both consumers' choices and caterers' food selection towards healthier food and beverages?*

*Is the **research sector** useful to analyse consumers' views and identify strategies to solve information asymmetries between food producers and food end-users? Can it also play a role in better understand consumers' behaviour towards environmental and ethical labels?*