



Fédération européenne des fabricants et fournisseurs d'ingrédients pour la boulangerie, la confiserie et la pâtisserie
Verband der Hersteller und Zulieferer von Bäckerei- und Konditoreirohstoffen in der Europäischen Union
Federation of the European Union Manufacturers and Suppliers of Ingredients to the Bakery, Confectionery and Patisserie Industries

Fedima c/o AGEF S.A., Boulevard St Michel 77-79, B-1040 Brussels
e-mail : fedima@agep.be Tel: +32 2 740 29 65 Fax: +32 2 732 51 02
VAT BE 877 765 767 – ING Bank 310-1130671-28

F404-62

18/05/99

FEDIMA Code of Behaviour on Claims

FEDIMA Position Paper on the use of certain claims by the bakery ingredients' industry

A. Rules for specific claims

- **“Natural” claim (and similar expressions)**

According to the principles of the Labelling directive 112/79/EEC and the latest proposals for a Directive on claims on labels of finished products, this claim can only be used for a product found in nature (plants, animals or minerals), which has not been subject to any process other than freezing and/or physical extraction and to which no additive (or processing aid) or chemical product has been added.

The very nature of FEDIMA products prevents this type of claim.

- **“Bio”, “organic” claims (and similar expressions)**

This claim should only be used in accordance with the rules laid down in Regulation 2092/91/EEC, for a product (or mixture) obtained from raw materials grown without the use of chemical or synthetic products.

- **The “without additives” claim (or the name of a category of additives)**

This claim is contrary to the usages governing the products represented by FEDIMA, particularly for foodstuffs in which the use of additives is authorized by legislation. Where there is a technological innovation making it possible

to limit the use of additives, this innovation should be presented in a positive manner, without denigrating the use of additives.

Negative claims should not be used.

Claims of the type "without colour or preservatives, conforming to legislation" should also be avoided.

- **The claim "contains no GMO" (or any claim with a similar message)**

This claim should not be used either in the presentation of products, or in their advertising.

FEDIMA products should be labelled in accordance with Regulation 1139/98.

B. Other claims should only be used

- If they are authorized by the law or in accordance with self-regulation programmes, and
- If they can be substantiated by facts, and
- If they present a real difference in relation to comparable products.

C. Acceptable claims

Following claims are admitted:

- Nutrition claims conforming to legislation on diet products and to Codex standards,
- Claims responding to metabolic troubles (for example "lactose-free", "gluten-free").

SIGNED FOR AGREEMENT ON BEHALF OF: