



Selling food online?

Give the right information to consumers and comply with EU regulations.

In November 2011, the European Union (EU) published a new regulation regarding food information which will come into force in December 2014. The goal of this regulation is to ensure that consumers can make informed purchases having access to information about the product such as nutritional value, ingredients and instructions for use.

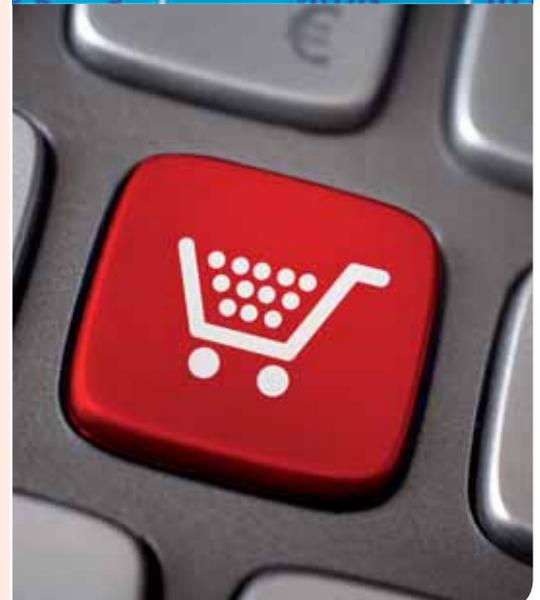
The regulation also sets out new requirements for information that should be provided to the consumer for food that is sold online.

Since most food companies are members of GS1, we commissioned Mason, Hayes & Curran, a law firm with significant experience of the food and beverage sector and EU law, to assess the impact of the new regulation on food manufacturers and retailers of prepacked food. The conclusions are as follows:

- 1** The EU Food Information Regulation requires that a significant amount of food information be available to the consumer before they purchase the prepacked food on a website or other distance sale.
- 2** This mandatory information must be available on or through the website (without charge to the consumer) prior to purchase.
- 3** If the pre-purchase information is not available, the prepacked food cannot be sold on a website.
- 4** If the brand owner does not make the relevant information available to the retailer in a website friendly format, it will be difficult for the retailer to sell the foodstuff on its website.
- 5** A system of co-operation between the brand owner and retailer will be required to ensure that accurate and complete mandatory food information is available to the consumer prior to purchase.

The regulation places a clear responsibility on those involved in the food supply chain to make the same information that is available on the pack available to the consumer when they buy online. The detailed impact analysis is available at www.gs1.org/b2c.

TOTAL	PER SERVE	% RDI* PER SERVE
22.1g	112mg	15%RDI*
1.1g	1.8mg	25%RDI*
3.6g	3.0mg	11%RDI*
96mg	35mg	50%RDI*
	0.55mg	
	0.43mg	
		2300mg





Share your product information and boost your presence in the digital world

GS1 manages the system that allows over 5 billion barcodes to be scanned every day. We are a not-for-profit, neutral organisation with proven capabilities to enable companies to meet the need for accurate and extended product information in the exploding digital world.

Over the past 12 months GS1 has developed a framework for sharing digital product information, so that:

- brand-owners can share relevant product information easily, thus building trust with consumers.
- online retailers can ensure they are delivering authentic data.
- consumers can feel confident that the digital product information they access is accurate, no matter how or where they engage with products



Meet EU regulations effectively and build consumer trust!

The GS1 Trusted Source of Data framework is ideally suited to meeting the requirements of the EU food information regulation.

- it is an industry-driven initiative, developed with the food industry for the food industry
- it is consumer-focused, aimed at improving the shopping experience and helping shoppers make informed decisions
- it is supported by a wide range of industry associations including The Consumer Goods Forum
- it will be operational in January 2013, giving enough time for companies to populate the framework with up-to-date information about their products

In addition, sharing your product information through the GS1 framework will help you compete in the digital world. As consumers increasingly use websites, blogs, social networks and apps in their path to purchase, having accurate information about your products helps protect your brand, raise consumer confidence and ultimately increase sales.

If you are a brand-owner or online retailer, contact Malcolm Bowden at malcolm.bowden@gs1.org to find out how you can share and use data from the GS1 Trusted Source of Data framework.

If you are an industry association, feel free to use the detailed Mason, Hayes & Curran impact analysis available at www.gs1.org/b2c and to share with your membership.