



# Food Information for Consumers at Markets operated by Country Markets Limited

Food labelling (now called Food Information for Consumers) is to provide consumers with key information on the nature and characteristics of the food and helps them in making an informed choice when purchasing food. The most important rule is that the labelling, presentation and advertising of food (including its shape, appearance or packaging) must not mislead the consumer. This includes the way food is displayed and any information supplied with it, e.g. menu boards, leaflets and information displayed at the market. It must be accurate, clear and easy to understand. Food products sold in Ireland, including imported foods, must have the food information in English (with optional food information in Irish in addition to English).

The labelling that must be applied to food depends on the type of food being placed on the market and whether it is sold loose or pre-packaged.

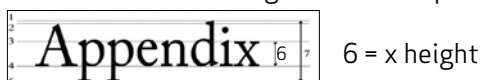
There is general food information for consumer rules which apply to all pre-packaged foodstuffs placed on the market. Along with these rules, there are additional labelling rules and marketing standards which apply to specific products, e.g. jam or where claims are made, including nutritional or health claims, e.g. low-fat or high-fibre.

## Food Information for Consumers Legislation

New EU legislation called Regulation (EU) No 1169/2011 on the provision of food information to consumers replaces the current food labelling legislation. It applies from 13 December 2014, with the exception of mandatory nutrition declaration which will apply from 13 December 2016, and the specific requirements regarding the designation of minced meat which applies from 1 January 2014. Some of the new implementing rules are still being developed.

You should check that your current label will comply with the new rules as some of the requirements have changed. In particular:

- The date of minimum durability does not have to be in the same field of vision as the **name**, the **net quantity** and the **alcoholic strength of beverages**
- The font size on the label must be legible so the width relative to height of each letter has been set out. The x-height has to be equal to or greater than 1.2mm unless the largest surface area of the packaging is less than 80cm<sup>2</sup> when the x-height must be equal to or greater than 0.9mm. See example below.



- Certain particulars must accompany the names of foods, e.g. 'smoked'; 'defrosted' where foods are frozen before sale which are sold defrosted and meat products that give the impression they are made from whole pieces of meat
- Allergens must be highlighted in the list of ingredients unless the name of the food clearly refers to the allergen

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- Allergen labelling is required on loose food
- Nutritional information is required on all pre-packed food (from 13th December 2016). There are a number of exceptions including: unprocessed products comprising a single ingredient, e.g. fruit and vegetables; herbs and spices; food, including handcrafted food, directly supplied by the manufacturer of small quantities of products to the final consumer or local retail establishments directly supplying the final consumer

The Food Safety Authority of Ireland (FSAI) has produced a booklet 'Food Information on Prepacked Foods' setting out the key information which is required. It is available at [http://www.fsai.ie/resources\\_publications.html](http://www.fsai.ie/resources_publications.html)

The FSAI has published an overview of changes to the food labelling information regulation and the EU has published a Q&A document. For the latest information, go to [http://www.fsai.ie/legislation/food\\_legislation/labelling\\_of\\_food.html](http://www.fsai.ie/legislation/food_legislation/labelling_of_food.html)

The FSAI has also produced an e-learning module, available at [http://www.fsai.ie/food\\_businesses/food\\_safety\\_training/online.html](http://www.fsai.ie/food_businesses/food_safety_training/online.html)

## What Rules apply to your Products?

To help you determine what rules apply to your product, please see the various scenarios below:

**Foodstuffs sold loose non-prepacked**, e.g. scones or cheese sliced at the request of the consumer. Allergen information is required from 13th December 2014

**Foodstuffs that are prepacked by the producer in advance**, e.g. pot of jam must be fully labelled in accordance with the food information regulations and any other commodity specific regulations which may apply

**Foodstuffs that are packed on the food stall**. Allergen information is required from 13th December 2014

**Foodstuffs which are prepacked by a food business operator/producer other than the food stall operator** and sold from the food stall, must be fully labelled in accordance with the food information regulations and any other commodity specific regulations which may apply

There are exceptions and exemptions to these general food information rules. For more details, please refer to the FSAI's website: [www.fsai.ie](http://www.fsai.ie)

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## Prepacked items

For food items sold wrapped, e.g. jars of chutney or prepacked baked goods, certain mandatory information must appear on the packaging of the prepacked food or on a label attached. The example below lists the mandatory requirements under the food information rules and shows how that information could appear on a label for an apple tart.

## Mandatory Food Information Requirements

1. **Name of the food** – This is the name under which the product is sold.

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2. **List of ingredients** – Ingredients must be listed in descending order of weight as they appear at mixing bowl stage. If any of the ingredients also contain ingredients, these must be listed in brackets after the name of the ingredient.

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3. **Allergens** – Indicated in list of ingredients if present and highlighted. Also required on non-prepacked food.

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4. **The quantity of certain ingredients (QUID)**  
 Where a product is included in the name of the food, it is necessary to state the quantity as a percentage on the label. To calculate QUID for the apple in the apple tart, divide the weight of the apples by the quantity of all the ingredients. At mixing bowl stage:  
 e.g.  

$$\frac{\text{weight of apples}}{\text{weight of all ingredients}} = \frac{800\text{g}}{1290\text{g}} \times 100 = 62\%$$
 The apple is 62% of all ingredients contained in the apple tart.

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5. **Net quantity** – This must be expressed as kilograms or grams for solids and litres or millilitres for liquids.

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6. **Date of minimum durability** – This can be expressed as a 'best-before' or 'use-by' date.

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7. **Special storage conditions** – To provide information on how to store the product in order maintain the quality of the product.

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8. **Name and address of the food business** – This will include the individual member number, the branch name and address.

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9. **Origin of the foodstuff** – This is needed if its absence might mislead the consumer to a material degree.  
**(Not applicable for apple tart)**

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10. **Instructions for use, if necessary**  
**(Not applicable for apple tart)**

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11. **Alcoholic strength** – Beverages with more than 1.2% alcohol must declare their actual alcoholic strength.  
**(Not applicable for apple tart)**

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12. **Nutritional Information** – Mandatory on all food from 13 December 2016. See the FSAI's booklet for details of requirements, exemptions etc.

## Sample Label



**Apple Tart**<sup>1</sup>

**Ingredients:**<sup>4</sup>  
 Apples (62%), **wheat** flour, water, margarine (list ingredients), sugar

500g

Use by 03/03

Store in a cool dry place

X member number,  
 X Country Market Ltd, X

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## Non-prepacked food

The new food information for consumers regulation requires food businesses including market stall operators, to provide allergen information on non-prepacked food to indicate to consumers the use of any of the **14 listed allergenic ingredients** in the production or preparation of food.

In Ireland, the information will need to be provided in a written format. The detailed requirements are set out in the Health (Provision of Allergen Information to Consumers in respect of Non-Prepacked Food) Regulations, 2014 [S.I. No. 489 of 2014]. The FSAI has published *Guidance Note No 28. Food Allergen Information for Non-Prepacked Foods in Ireland* and a leaflet on *Allergen Declarations for Non-Prepacked Food*. These are available on the FSAI's website at [www.fsai.ie](http://www.fsai.ie)

## Allergens\*

Certain ingredients or substances in foodstuffs can cause allergies or intolerances in some consumers. These allergenic ingredients must be declared on the label so that consumers who have allergies or intolerances are able to identify the ingredient they are sensitive to. Currently, 14 categories of ingredients (and products made from them) are listed in the general food information for consumers legislation that are known to cause allergic reactions.

These are:

- Cereals containing gluten, namely wheat (such as spelt and khorasan wheat) or their hybridised strains.
- Crustaceans, e.g. crab, lobster, crayfish, shrimp, prawn
- Eggs
- Fish
- Soybeans
- Milk (including lactose)
- Celery and celeriac
- Mustard
- Sesame seeds
- Sulphur dioxide and sulphites at concentrations of over ten parts per million, expressed as SO<sub>2</sub>
- Peanuts
- Tree nuts (almonds, hazelnuts, walnuts, cashews, pecans, Brazil nuts, pistachios and macadamia/ Queensland nuts)
- Molluscs
- Lupin

The allergen(s) must be indicated on the label with a clear reference to the name under which the allergen is known either in the name of product, e.g. cake with almonds, in the list of ingredients or somewhere else on the label, e.g. contains eggs, contains nuts. There are some exceptions where the nature of the food indicates it contains an allergen. For example, dairy products such as cheese, butter or yoghurt are clearly milk products and milk would not need to be declared separately as an allergen. From 13th December 2014, all allergens must be highlighted in the ingredients list unless the name of the food clearly refers to the allergen. The same allergen labelling is required on loose food.

\* Further details and exceptions to the categories of allergens above are set out in Annex II to Regulation EU No 1169/2009.

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## Gluten

If you are producing 'gluten-free' or 'very-low gluten' products for people with Coeliac disease, there are specific EU Regulations on what these terms mean. You will need to know that any products you produce with these claims comply. Under EU food law, foods containing gluten at less than 20mg/kg can be labelled as 'gluten-free' while those processed specifically to reduce gluten levels to between 20 and 100mg/kg can be labelled as 'very-low gluten'. Coeliacs can avail of naturally occurring gluten-free cereals such as rice, maize and sorghum.

The FSAI's Guidance Note No. 24 provides information on best practice to prevent cross contamination if you are producing these products. The FSAI leaflet on 'Food Hypersensitivity: Food Allergy and Intolerance' is available on the FSAI website or in hard copy.

## Specific Labelling Legislation

In addition to the general food information requirements, there is specific labelling legislation which applies to a range of foods and products including:

- Cocoa and chocolate
- Eggs and egg products
- Fish and fishery products
- Foods for particular nutritional uses
- Fruit and vegetables
- Fruit juice
- Honey
- Jam, jelly, marmalade and chestnut puree
- Meat
- Milk and milk products
- Olive oil
- Organic produce
- Packaged water

A number of these rules and marketing standards will apply to producers, in particular, organic produce, jam and honey labelling. Further information on these is provided below.

Also, there are requirements for the labelling of foods with nutritional information and where nutrition and/or health claims are made. The legislation on nutritional information will be incorporated into the new food information rules from 2016.

## Organic produce

'Organic produce' is the product of an agricultural farming system that places a strong emphasis on environmental protection and animal welfare. Food can only be labelled and marketed as organic when produced on a farm certified as organic and inspected by official certification bodies.

The EU has introduced a new logo which is compulsory on organic foods. Organic produce certified in Ireland must carry the words 'Certified Organic' on the label along with the code of the certifying body. The name and logo of the certification body may, in addition, appear on the packaging.

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Produce sold in Ireland as organic but originating in another EU Member State must carry labelling or an identifying mark to indicate that it has been produced in accordance with EU organic standards. Food can be imported from a non-EU country and sold as organic within the EU if that country is:

- On the list of approved third countries that have satisfied the Commission as to their organic certification and inspection standards for those categories or
- Not listed but it can be demonstrated to the satisfaction of the importing Member State that the food product has been subject to certification and inspection standards equivalent to those required in the EU

Further information is available in the FSAI leaflet on Organic Food available at

[http://www.fsai.ie/resources\\_publications.html](http://www.fsai.ie/resources_publications.html)

and from the Department of Agriculture, Food and the Marine available at

<https://www.agriculture.gov.ie/farmingsectors/organicfarming/organicproducerprocessorinformation>

## Jam, jelly and marmalade

In addition to the general food information requirements, the European Communities (Marketing of Fruit Jams, Jellies, Marmalades and Sweetened Chestnut Purée) Regulations, 2003 [S.I. No. 294 of 2003] apply to jam, jelly and marmalade. These Regulations set out the labelling and quality standards for jam, jelly and marmalade.

The Regulations state:

- Only products that meet the specific definitions of 'jam', 'jelly', 'marmalade' and 'chestnut puree' can be marketed as such
- If products are 'reduced sugar' then specific compositional and labelling rules apply regarding sweeteners and the sugar used
- 'Extra Jam' must be made from fruit pulp only. It cannot be made from puree. The amount of pulp per 1,000g is higher than for standard jam
- Only certain permitted additional ingredients can be added to jam, jelly or marmalade, e.g. fruit juice can be added to jam only. If other ingredients are added it cannot be called jam, jelly or marmalade
- Sulphur dioxide is an allergen. If it is residual in the product above 10mg/kg it must be listed in the ingredients

The sample jam label below details the labelling requirements for a jar of raspberry jam. Under the general food information rules, the following must be provided:

- **Name**
- **List of ingredients**
- **Quantity of certain ingredients (QUID)**
- **Net quantity**
- **Date of minimum durability**
- **Special storage conditions**
- **Business name and address**

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The table below lists the additional labelling requirements for jam, jelly and marmalade and shows how it could appear on a label for raspberry jam.

## Additional Labelling Requirements for Jams, Jellies and Marmalades

- 1. Product name must be supplemented by the names of the fruit(s)** – This should be listed in descending order of weight of the raw material used, e.g. rhubarb and ginger jam. If more than three fruits are used, it can be called ‘mixed fruits’ or the number of fruits used.
- 2. Fruit content must be indicated as ‘prepared with Xg of fruit per 100g’ of the finished product** – To calculate this, you need the weight of the prepared fruit, i.e. after topping and tailing etc, used to make the jam. Divide this by the weight of the total amount of jam the recipe makes, i.e. ‘the finished product’.

e.g.

$$\frac{\text{weight of prepared fruit}}{\text{weight of jam made}} = \frac{1000\text{g} \times 100}{1500\text{g}} = 67\text{g}$$

It will not be necessary to do this for every batch but it should be done for each jam type.

- 3. Total sugar content must be indicated as ‘Total sugar content X g per 100g’ in the finished product** – You will need a refractometer to determine the total sugar content ‘Xg per 100g’. Refractometers can be bought in kitchen ware shops and online (they are also used by home brewers). Home production models are not expensive. A Branch could consider sharing one among its jam makers.

### NOTE:

- The **name, fruit content** and **total sugar content** must appear on the same field of vision
- These Regulations do not apply to fruit curds or mincemeat
- While QUID (quantity of certain ingredients) is required, where a product is included in the name of the food, the European Commission’s guidance is that this is achieved by the declaration of fruit and sugar content, i.e. in the case of jams, jellies and marmalades.

### Sample Label

**Raspberry Jam** <sup>①</sup>

**Ingredients:**  
Raspberries, sugar

② Prepared with 67g of fruit per 100g

③ Total sugar content 78g per 100g

‘Best-before’ Dec 2014

Store in a cool dry place.  
Once opened, refrigerate and consume by ‘best-before’ date.

X Country Market Ltd, X address

Further information is available in DAFM/FSAI’s publication ‘*Labelling of Jams, Jellies and Marmalades*’ at [www.fsai.ie](http://www.fsai.ie). Teagasc has produced Fact Sheet No. 16: Small Scale Production of Fruit Preserves and is available at [www.teagasc.ie/ruraldev/docs/factsheets/16\\_%20Fruit%20Preserves.pdf](http://www.teagasc.ie/ruraldev/docs/factsheets/16_%20Fruit%20Preserves.pdf)

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## Honey

In addition to food information requirements, the European Communities (Marketing of Honey) Regulations, 2003 [S.I. No. 367 of 2003] also apply to honey. These Regulations set out the labelling and quality standards for honey. The labelling requirements are:

- Only products that meet the specific definition of honey can be marketed as honey
- Honey that contains other ingredients cannot be described as 'honey'
- Product must be labelled as 'honey' or by its specific description, e.g. 'blossom honey' if it meets the definition (the specific description relates to the source, processes and how the honey is presented)\*
- If it is not extracted honey, i.e. 'bakers honey', 'filtered honey', 'comb honey', 'chunk honey', 'cut comb honey' – it must be labelled as to what it is
- Except for 'filtered' and 'bakers' honey, honey can also be described by its floral or vegetable origin, the region it was harvested in and any specific quality criteria
- 'Bakers honey' if sold as such, must be labelled as 'intended for cooking only', close to the product name
- Country or countries of origin where the honey was harvested. However, if honey originates in more than one Member State or a country outside of the EU, it must state: blend of EC honeys, blend of non-EC honeys or blends of EC and non-EC honeys
- Net weight or volume in metric\*
- Name or business name of the manufacturer, packer or seller\*
- 'Best-before' date\*
- Lot number
- Any specific storage conditions and/or conditions of use\*

The Department of Agriculture, Food and the Marine has produced an information leaflet on the labelling of honey. It is available at

<http://www.agriculture.gov.ie/media/migration/farmingsectors/beekeepingandhoney/LabellingofHoneyGuidanceNote12014290114.pdf>

The Federation of Irish Beekeepers Associations Federation Handbook has a section on the labelling of honey, a sample label, information on a tamper evidence label for Irish produced honey and an Irish honey jar lid.

The Federation Handbook is available on the Federation website at <http://www.irishbeekeeping.ie/federation/fedyearbook12.pdf>

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\* These are also the requirements under the general labelling rules.