

# Regulatory Day 2024

## Key EUMS Regulatory Updates

Johanna Bolinder

Regulatory and Scientific Affairs Consultant

# Key trends driving the regulatory developments across key EU Member States

## Labelling



- Protection of consumers
- National interest

## Health & wellness



- Protection of children / minors
- Supplements & botanicals

## Environmental sustainability



- Protection of natural resources
- Re-using food waste

## Circular packaging



- Supporting plastic reduction

# Labelling



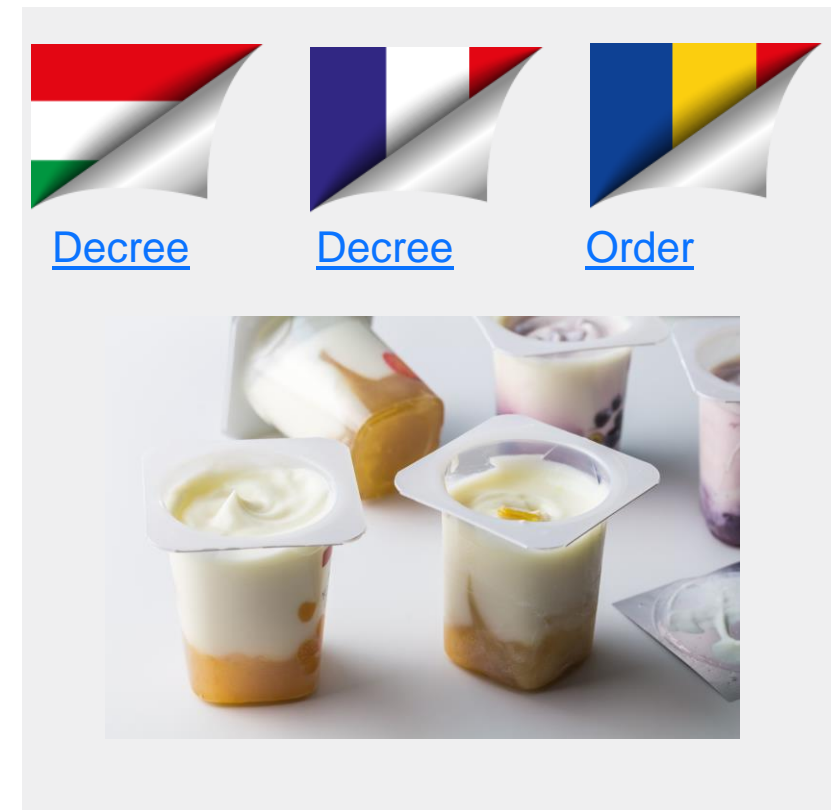
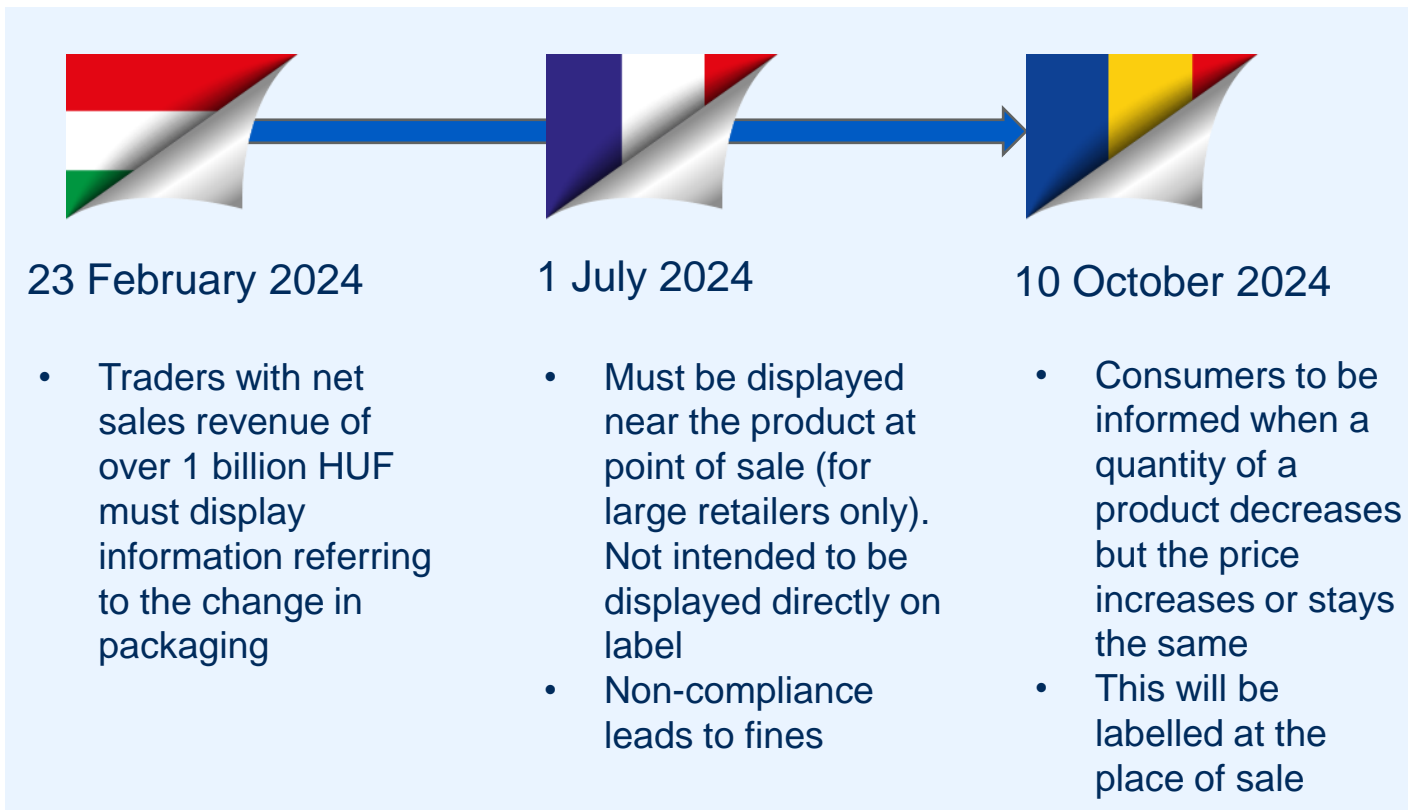
# 2024 – the year for shrinkflation measures

HUNGARY / FRANCE / ROMANIA

Maturity	Established
	

Subject	Labelling
---------	-----------

Product category	All foodstuff
------------------	---------------



# Voluntary Origin'Info labelling to protect French heritage

Maturity	Evolving
----------	----------



Subject	Labelling
---------	-----------

Product category	All foodstuff
------------------	---------------

- The Origin'Info is designed to increase transparency about the origin of raw materials in processed foods
- This would be in addition to the mandatory origin labelling requirement from EU Regulations
- Brands will voluntarily provide information through a new FoP logo or QR codes
- The initiative also aims to prevent deceptive practices, such as misuse of the French flag on products with no French ingredients
- 82 brands have joined this voluntary scheme, which will be deployed this summer

- [Origin labelling initiative](#)
  - Publication date: 25 May 2024
- 

## Health & wellness



# Belgium looks to harmonise on food supplements and enriched foods

Maturity	Evolving
----------	----------

Subject	Nutrition
---------	-----------

Product category	Supplements and enriched products
------------------	-----------------------------------

- Proposed Royal Decree aims to amend, harmonise and clarify the notification procedure for food supplements and enriched foods provided for in Belgium by **three** distinct Royal Decrees on nutrients, plants and other substances
- Aligns definitions with European legislation and updates the notification procedure across the existing Royal Decrees
- The introduction process for products remains unchanged with no additional administrative burdens

- [Notification Detail | TRIS - European Commission \(europa.eu\)](#)
- Consultation deadline: 2 September 2024



# Law prohibiting the marketing and sale of energy drinks to minors in force

Maturity

Established



Subject

Ingredients

Product category

Non-alcoholic beverages

- Law prohibits the marketing, giving away or sale of energy drinks to people under the age of 18
- Extends to establishments authorised to market such products, including vending machines



• [Law](#)

• Entry into force date: 15 March 2024

• [Law](#)

• Entry into force date: 1 January 2024





# Spain considering restricting advertising alcoholic beverages to minors under 18s

SPAIN

Maturing	Evolving 
----------	---

Subject	Ingredients
---------	-------------

Product category	Alcoholic beverages
------------------	---------------------

- A Draft Law has been published, aiming to prevent the consumption of alcoholic beverages by minors (under 18 years old)
- Provides restrictions on advertising and commercial communication for alcoholic beverages:
  - Any form of advertising or commercial communication
  - Using the image or voice of persons under 21 years of age
  - Use misleading or ambiguous terms, which can easily confuse underage persons, such as responsible consumption

- [Draft Law](#)
- Consultation deadline: 4 September 2024



# From 2026, warning statements and logos will be mandatory for alcoholic beverages

Maturity	Established
	

Subject	Nutrition

Product category	Alcoholic beverages

- Mandatory nutrition information will enter into force from 22 May 2026
- All alcoholic beverages (excluding ones in reuseable containers) must display:
  - a warning that is intended to inform the public of the danger of alcohol consumption and the direct link between alcohol and fatal cancers

- [The Public Health \(Alcohol\) \(Labelling\) Regulations 2023](#)
  - Entry into force: 22 May 2026
- |   |   |
|---|---|
| XX grams<br>XX kJ/<br>XX kcal   | <b>DRINKING ALCOHOL<br/>CAUSES LIVER DISEASE</b>                        |
|  | <b>THERE IS A DIRECT LINK<br/>BETWEEN ALCOHOL AND<br/>FATAL CANCERS</b> |
|   | Visit <a href="http://askaboutalcohol.ie">askaboutalcohol.ie</a>        |

# Environmental sustainability



# Recycled water can be used in food products as an ingredient

FRANCE

Maturity	Established 	Subject	Technology	Product category	All foodstuff
----------	--	---------	------------	------------------	---------------

- January → potentially the first country to use recycled water in cleaning of surfaces in contact with food and of agricultural produce (fruits & vegetables)
  - Subject to compliance with water resource management goals and food safety standards
- July → water unfit for human consumption to be reused for “the preparation, processing, and preservation of goods intended for human consumption by the companies of the food industry”, providing all conditions are met
  - The new decree therefore authorises “*the use of certain recycled water as an ingredient in the composition of final food products*”.

## January 2024 Decree

- [Decree](#)

## July 2024 Order & Decree

- [Order](#)
- [Decree](#)
- Part of the National French Water Plan and will be assessed after 2 years

# Laws to fight food waste

Maturity

Established



Subject

Technology

Product category

All foodstuff

ROMANIA / SPAIN

- Implementation of a national platform to collect data on food waste
- Simplifying the process whereby NGOs receive food
- Restaurants, canteens and stores required to adopt at least 2 measures:
  - Donation / Price reduction of food near expiration date / Use of food as compost
- Aims to reintroduce food in the economic circuit, distribute it to disadvantaged people and link local producers with distributors and traders

- Draft law - identify areas where food losses occur and implement measures to minimise them by assigning alternative uses

- [New law 49/2024](#)

- Entry into force date: 21 March 2024


- [Draft law](#)

- Published: 9 January 2024

- Timeline unknown

# Romania votes to ban cultured meat, therefore joining Italy and creating EU disharmony

ROMANIA

Maturity	Evolving 	Driver	Safety & quality 	Subject	Claims	Product category	Meat and meat products
----------	---	--------	---	---------	--------	------------------	------------------------



- Italy the first country to ban lab-grown meat – a threat to Italian culture
- Regulating 'Romanian meat products' as products resulting from carcasses coming 100% from Romanian farms
- Marketing of cultured meat grown in a lab from real animal cells as well as products thereof are prohibited
- Fines imposed to those that break the law
- May be joined by Hungary



- Netherlands allows preapproved tasting of it in a controlled environment

- [Draft Law](#)
- Publication date: 23 October 2023



## Circular packaging



# DRS schemes taking root as a key contributor to mitigation of plastic waste

**Maturity** Established



**Subject** Packaging & food contact

**Product category** Alcoholic & non-alcoholic beverages

## Deposit Regulation – key points

- Applies to all types of beverage (with the exception of milk and milk mix drinks) and to all containers with a volume of between 0.1 and 3 litres
- Uniform 25 cents, regardless of material or size
- Marked with a uniform deposit symbol
- Producers and importers (first distributors) to collect the deposit when selling their beverages in disposable plastic or metal containers

- [Deposit Return Scheme](#)
- Entry into force: 1 January 2025

Market	Position	Date
Romania	Adopted	Extended from June 2024 to Dec 2024
Poland	Adopted	2025
Portugal	Adopted	2026
England / Scotland	Adopted	2027
Belgium / France /	On-going discussion	-



# Questions

Thank you

# leatherhead food research

For further information visit us at:  
[www.leatherheadfood.com](http://www.leatherheadfood.com) or  
email [help@leatherheadfood.com](mailto:help@leatherheadfood.com)

Great Burgh, Yew Tree  
Bottom Road  
Epsom  
Surrey  
KT18 5XT  
UK

Harston Mill  
Harston  
Cambridge  
CB22 7GG  
UK

First Floor  
17 Waterloo Place  
London  
SW1Y 4AR  
UK

1150 18th Street NW  
Suite 475  
Washington, DC  
20036

## Disclaimer

Some parts of a report of this nature are inevitably subjective and/or based on information obtained in good faith from third party sources. Where opinions are expressed, they are the opinions of the individual author and/or the relevant third party source and not those of Leatherhead Food Research. Furthermore, if new facts become available and/or the commercial or technological environment evolves, the relevance and applicability of opinions and conclusions in this report may be affected. Accordingly, while this report has been compiled in good faith, no representation or warranty, express or implied, is made by Leatherhead Food Research as to its completeness, accuracy or fairness. Except where limited by law, Leatherhead Food Research shall not be responsible for any actions taken or not taken as a result of any opinions and conclusions provided in this report and you agree to indemnify Leatherhead Food Research and/or its personnel against any liability resulting from the same.