



BULLSEYE

FOOD

MARKETING

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Course: Legal Labels - Food Labelling

Duration:

1 day

Who Should Attend:

Owner-managers/directors of start-up and established food businesses/agri-food businesses, food process engineers, marketing personnel, food retailers etc.

Description:

Labels on food products tell us about their ingredients and highlight their nutritional values.

A label is often the only source of information we have about the product, so it's extremely important that all food labels are clear and easily understood.

The main legislation covering the labelling, presentation and advertising of food in Ireland comprises *EU Directive 2001/13/EC, European Communities (Labelling, Presentation and Advertising of Foodstuffs), Regulations 2002 (SI 483/2002)* and *EU Directive 2003/89/EC*.

This 'Legal Labels' course covers vital regulatory issues that will help your company adhere to all recent legal requirements.

Bullseye Food Marketing's one-day training seminar also uses case studies and practical workshops to give delegates the opportunity to apply their knowledge and skills.

Topics:

- Principles of labelling laws and regulations
 - New European legislative proposals
 - Offences – the consequences of falsely describing food and providing misleading information on substance and quality
 - General labelling requirements of the Food Labelling Regulations 1996, including ingredients listing (QUID, additives, allergenic ingredients etc.), durability indication and other miscellaneous labelling requirements
 - Identification and health marking
 - GM labelling
 - Claims/health claims/organic claims, nutrition labelling and avoiding misleading descriptions
 - Organic labelling
 - Product specific labelling requirements
 - Weights and measurements
 - Price marking requirements
 - Intellectual property issues
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