

## **New European directives "on breakfast": improving the information on the label of some products**

On January 30th The Belgian Presidency of the Council and representatives of the European Parliament signed a provisional agreement aimed at improving consumer information on fruit juices, jams and honey. Therefore the rules relating to the composition of these products, their labeling and naming will be updated. Objective: to ensure that consumers choose in a more informed way, guaranteeing transparency on the origin of certain products.

Regarding HONEY: greater transparency is expected on the label regarding the countries of origin.

For FRUIT JUICES: there will be a different label on the sugar content, with wording such as "product with reduced sugar content" or "fruit juices naturally contain sugars".

For JAMS: it was agreed to increase the minimum fruit content, thus reducing the amount of added sugar and enabling consumers to make healthier choices.

Regarding MILK: the provisional agreement authorized the use of treatments for the production of lactose-free dehydrated milk products.

The representatives of the member states, within the Special Agriculture Committee, will have the task to approve the provisional agreement.

Source: Council of the EU