

## **Code of Practice for the Labelling of Pork and Pork Products**

### **Q and As**

#### **Why is this Code of Practice only voluntary?**

The code will be implemented by a number of leading retailers and food service companies by April 2010. This is faster than changes in legislation are likely to be introduced either in the EU or the UK. The Code is based substantially on Food Standards Agency best practice advice and so should be in line with possible future changes in legislation.

#### **How will consumers know who is using the code?**

A website is being developed that will clearly show those retailers, food service companies and branded manufacturers that support the Code of Practice. The website will be launched to the public in mid April 2010.

#### **Is there a lot of misleading labelling in the UK?**

Research by BPEX in mid 2009 showed that in the majority of cases retail labelling of country of origin was good. The Code of Practice will give confidence to consumers that if their retailer, food service company or branded manufacturer supports the code then all of the pork and pork products they sell will be clearly labelled.

#### **How will it be policed?**

The Code will be self policing. Supporters will be openly listed on the code website, which will be available to the public. A review of good labelling practice will be conducted by BPEX at the end of 2010 and published widely. Although there will be no formal auditing of the code, a number of assurance schemes such as the Red Tractor have independent auditing of the application of their logo.

#### **Will all products from participating companies comply immediately?**

Many of the pork and pork products sold by supporting companies will comply with the code from the outset. However, using up stocks of existing packaging and making design changes to labelling and menus can take some time. All companies supporting the code will have fully compliant labelling by the end of 2010. Companies supporting the code after that point will be fully compliant within 6 months of signing up.

#### **Are consumers really interested in labelling?**

Consumer research conducted by many organisations shows that although price and freshness are the most important drivers, clear and unambiguous labelling is an important consideration when consumers buy meat and meat products.

#### **Will branded pork products be covered?**

We will be talking to all the branded pork manufacturers in the coming weeks and we are confident that many will support the Code of Practice.

#### **Does this code apply to all products containing pork?**

At the start the Code covers pork, bacon, gammon, ham, sausages and pork pies which is the vast majority of the market. Once the Code is established we will look to extend it to other products where pork is a significant ingredient.

#### **Can suppliers support the code?**

Yes. Although many suppliers do not sell directly to consumers they have a vital role to play in ensuring that retailers, food service companies and branded manufacturers can provide accurate information to consumers.

**Who owns the Code of Practice?**

The whole supply chain from farmers through to retailers and food service companies own the Code. A sub group of the Task Force representing a wide range of interests will oversee the implementation and development of the Code.