

Short report on the session "CONSUMER AWARENESS, LABELLING, ADVERTISING" on 26 March 2019.

Chaired by Dr. Vishweshwaraiah Prakash from India and Dr. Iuliana Vintila from Romania.

The Session focused on Harmonization of Food Laws and Legislations has to slowly align towards harmonization and remove the differences globally and needs a science based approach. In support of this Dr. Joe Regenstein stressed the importance of process driven regulations being more important than product label regulations. He showed this by the example of Halal process in the manufacture of meat which strictly have to follow the religions ethics code and in the end must also be scientifically safe for consumption.

Dr. Iuliana Vintila stressed the need of nutritional legislation's with a focus on what is needed through the Dietary Reference Value (DRV) and the recommended dietary allowance (RDA) at different ages. During the discussion the point was made that some of the nutritional regulations have to be regionally based because of many other factors such as of climate, economical levels, income differences and many disease conditions prevalent in those areas, all influencing proper absorption of nutrients.

Dr. Sezedul Hoque further emphasized the point of the use of formalin as a very generic processing aid. It is illegal and banned but still used to enhance the shelf life of fish. There are now standardized analytical method to detect and prevent this illigal practise happening in the fish chain.

The session ended with many examples by Dr Christelle Bou-Mitri who showed examples of mislabelling and false claims, deluding the consumers. Hence the need of the hour is minimal nutritional labelling rather than a huge table that many cannot read because of the small letters and is also not practical on small packets.

*V. Prakash*