

51. Analysis of the legislation of food products labeling

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Introduction. Competitiveness of Ukrainian products in the world market can be raised by development of the Ukrainian legislation on marking of food products. A theme urgency especially considerable if to consider an aggravation of mutual relations between the Customs Union and the countries-neighbours. Any inaccuracy, unreasonableness in Orders can be a motive to an inhibition of export of products as it occurred to dairy and confectionery products from Ukraine, alcoholic products from Moldova and Georgia.

Materials and methods. The analysis of the Technical order of Ukraine №487 (from 10/28/2010), Technical the order of the Customs Union 022/2011 «Food products regarding its marking» (from 10/9/2011), the order of the European Parliament and Council 1169/2011 about giving of the information on foodstuff for a user (from 10/25/2011) and the modern scientific information on marking of foodstuff is conducted.

Results and discussion. The Ukrainian legislation on marking has deficiencies. It touches the maintenance of the acting order, a nomenclature, a great number of references to other, often uncertain deeds, presence terminology which is not easily understood, presence of the points misleading a user, misfit of the information on nutritional value and other demands to legislations of the countries-neighbours.

Ukrainian legislation on marking is accepted in older terms, than orders of the CU and EU, and often has considerable, inadmissible for export of food products of the demand.

On our opinion, the acting order has a row of deficiencies.

1. structured maintenance is absent
2. Value of terms is presented very poorly.
3. order is not the self-sufficient deed.
4. Order act is not passed round to alcoholic products.
5. By sending to the link on "current legislation", without the direction of the concrete act are uncertain and absolutely insufficient for the producer

6. order section about term of wound of products does not provide the obligatory direction of date of manufacturing of a product.

7. There is a nomenclature which is not easily understood, misleads a user.

8. In section about a nutritive value there is no norm about the direction of daily requirement of the person in fibers, tallows, carbohydrates and energy, in vitamins, mineral and other substances, or a share (percent) from the recommended daily consumption of the above-stated nutrients.

9. The norm about storage conditions of a product after packing baring is absent.

10. The norm about inadmissibility to place on marking of the image of a product which is absent in packing, no.

11. Presence of explanations of type «alternative of the prepared dish» if on the image the product on tableware, a dish is specified is not provided.

It is necessary to consider that orders of the European and Customs Unions are more perfect, structured, logical and clear for the producer.

All from speaks about expediency of adoption by Ukraine the new Technical order on marking of foodstuff. In the new order, on ours to opinion, it is necessary:

To develop the maintenance and deed structure

To expand section with definitions of terms

References to other acts to replace with the finished demands, excepting necessity for the producer to address to other deeds

Possibility of use of other statutory acts except the acting Order needs to be minimised.

Nomenclature which is not easily understood, it is necessary to expel.

To expel or correct the points misleading a user

Order section about the information on a product nutritive value needs to be developed.

Thus it is necessary to fathom what simply to make corrections to the order it is impossible. Each demand should answer the current legislation of Ukraine, provide this conformity – long, responsible and laborious work.

Conclusion. The result should provide the producer with the full information on marking of food products which all will be presented in one deed and which matches to demands of the states-neighbours of Ukraine.

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