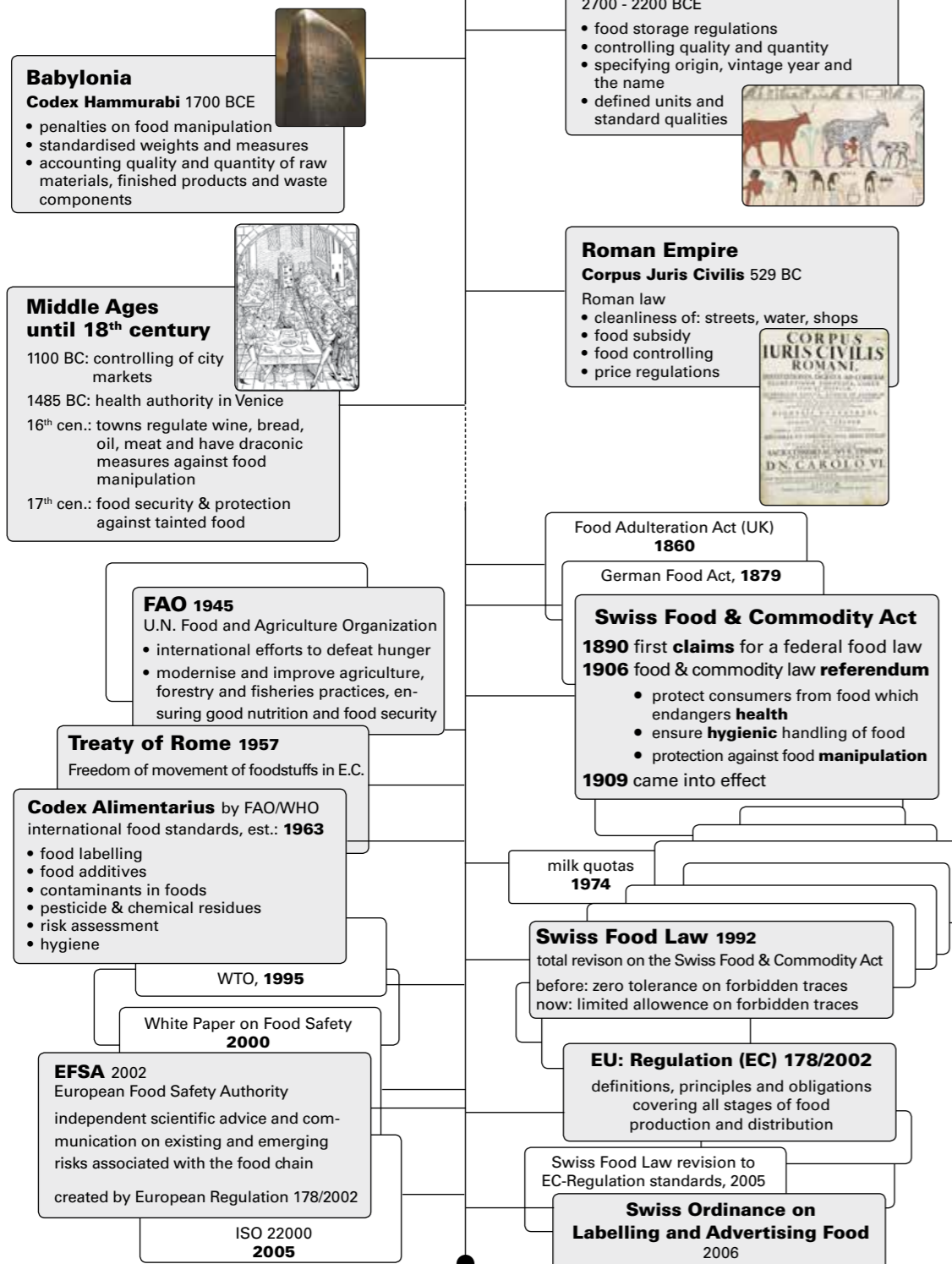


FOOD REGULATIONS

HISTORY OF FOOD REGULATIONS



SOURCE
1 Kommentar LFGB 06 10 01 - Geschichte und Bedeutung des Lebensmittelrechts, T. Mettke
2 Journal of Consumer Protection and Food Safety - Das erste Lebensmittelgesetz und seine Entwicklung, Stephan Häslar, 2009

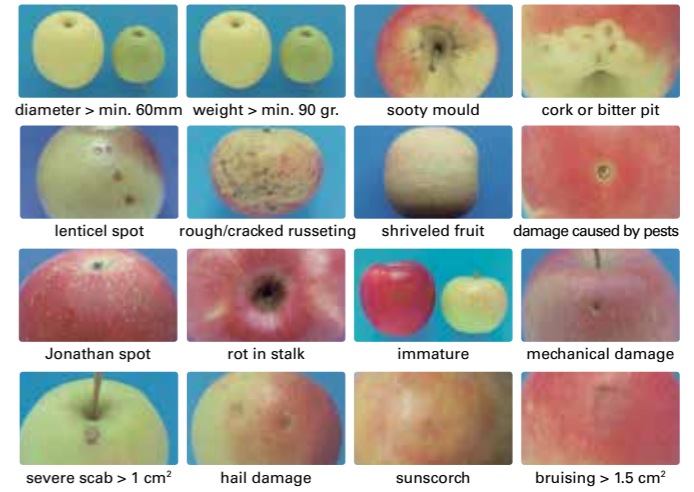
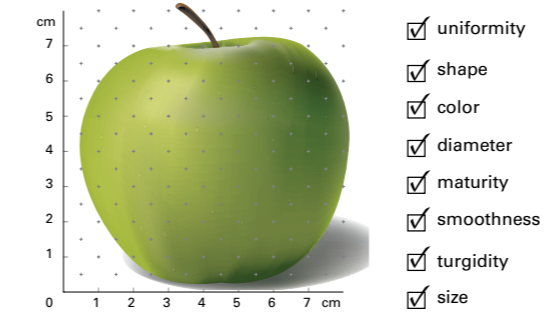
REGULATIONS ON AN APPLE

SUPPLIED FRESH TO THE CONSUMER

The EU Marketing Standards regulate the 11 most sold fruit & vegetable sorts - 75 % of the EU vegetable and fruit market

Apples are ordered according to *quality, shape* and *size* into the following three classes:

- Extra Class:** highest quality, no defects, unharmed stalk
- Class I:** good quality, small amount of defects, harmed stalk
- Class II:** average quality, small amount of defects, harmed stalk



The perfect apple after EU Marketing Standards

SOURCE 3 http://www.oecd-ilibrary.org/agriculture-and-food/international-standards-for-fruit-and-vegetables_19935668

Minimum requirements for apples which are supplied fresh.

LABELLING ON APPLE JUICE AFTER SWISS FOOD LAW

collective label chosen label, certification by third party certification body nationally accredited ISO 14024

Organic sign of conformity Swiss Bio-Ordinance, 910.18

individual label specific company, self declaration

List of ingredients 817.022.21, food & additives (E Nr.), notes towards content: percent (if > 2%), pasteurized, GM, diluted etc.

GDA-label "Guideline Daily Amounts"

food preservation information 817.022.21

universal product code bar code

food retailer information address (street, city) service tel. nr., webpage

producer information company name, country, city 817.022.21

product description correctness of nature, kind, variety, type and texture 817.022.21

label certifier by third party certification body nationally accredited ISO 14024

quantity 817.022.21

expiry and consumption date date, condition, temperature requirements 817.022.21

Nutrition Facts optional, becoming compulsory under Swiss and European food law in 2012

PET Ordinance on Beverage Containers, 814.621

Over 40% of Swiss consumers think that it is more difficult to understand food labelling than drug package inserts. SOURCE ISPM study, 2007

optional labels giving additional information compulsory labels regulating information and form on food packaging 817.022.21 swiss law number systematic collection of swiss federal law

SOURCE
4 Swiss Ordinance on labeling and advertising of foodstuffs, 2010 5 Swiss Bio Ordinance, 2011 6 Verordnung über Getränkeverpackungen, 2008



OPTIONAL FOOD LABELS

collective labels association of businesses, 3rd party certific.

	founded 1981 range agricultural & processed food members farmers & food processors cost min. 300.- SFr. per year marketing direct sale; over 5000 producers regulations organic; humane animal welfare; no GM; no chemical synthesized pesticides; no artificial fertilizers; no additives quality organic, authentic, sustainable, healthy turnover 1443 Mio SFr.
	founded 1989 range potatoes, apple juice, eggs, oil, poultry, pasta, bakery products members farmers & food processors cost min. 200.- SFr. per year marketing retail trade regulations sustainable; natural; swiss origin; humane animal welfare; small amount of chemical fertilizers & pesticides allowed quality animal welfare; origin turnover 70 Mio SFr.
	founded 1992 range pineapple; bananas; fruit juices marketing vegetables; spices; honey; coffee regulations retail trade, restaurants, hotels quality FLO-Standards (Fair-Trade) with producers and workers in disadvantaged regions of the south turnover 271 Mio SFr.
	founded 1997 range meat, animal products members agricultural sector: farmers, butchers & slaughter houses marketing licensed butchers, Coop, health food shop, market, restaurant regulations Bio Suisse guidelines, humane animal husbandry, stress-free slaughtering quality human animal husbandry; organic, origin
	founded 1997 range fish & sea food marketing retail trade regulations sustainability of fish stocks; minimize the impact on the eco-system, effective fisheries management system quality ecology & environment market share 12% of the fish market

individual labels specific company, self declaration

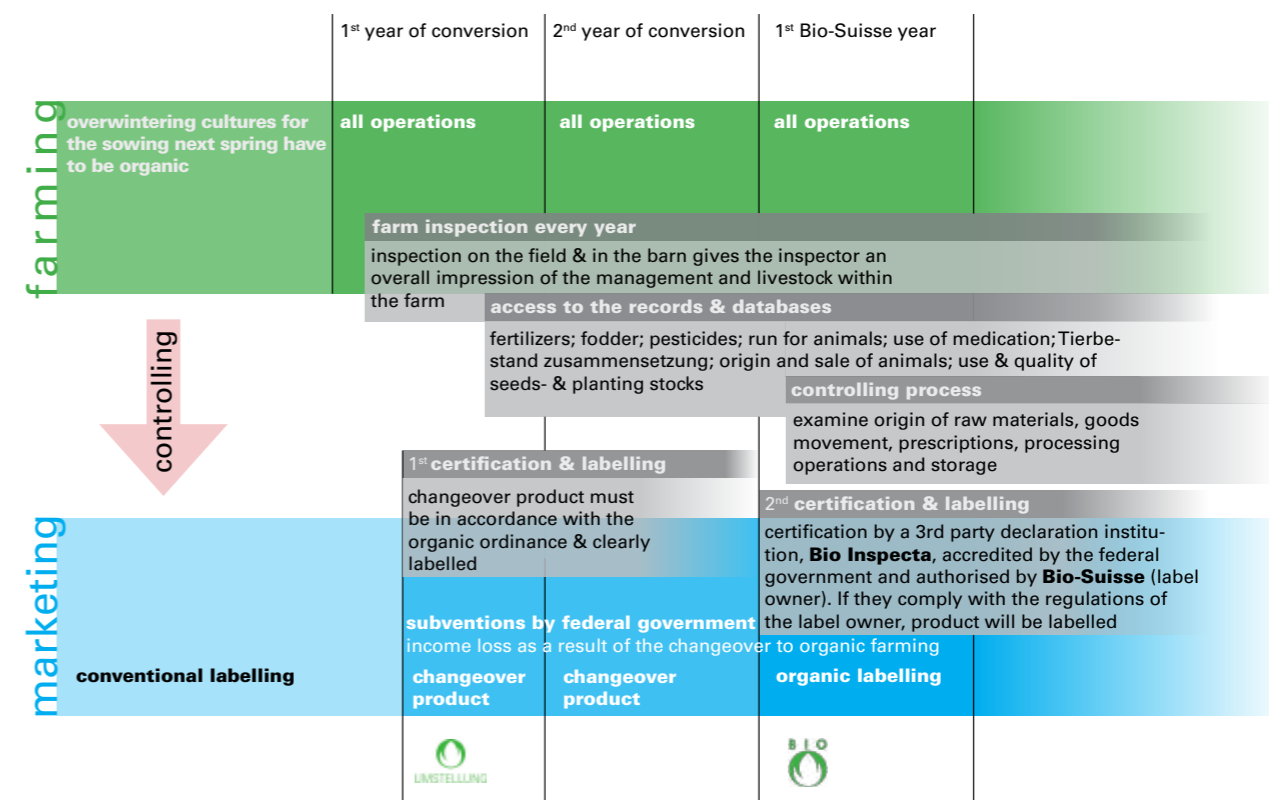
	founded 1980 range wine marketing mail order regulations EU or Swiss organic regulations quality high quality standards turnover organic, authentic, sustainable
	founded 1993 range agricultural & processed food marketing Coop regulations Bio-Suisse Guidelines quality meat: partially Bio-Suisse turnover organic, maintaining, healthy, authentic, sustainable 800 Mio SFr. 2010
	founded 1995 range agricultural & processed food marketing Migros & Migros Partner regulations CH: Bio-Suisse guidelines quality global: EU-Eco-Regulations turnover organic, maintaining, healthy, authentic, sustainable 416 Mio SFr. 2010

state labels demanded data for the marketing of a product by the state, regarding one or several specific product features

	passed 1991 range agricultural & processed food marketing trade; retailers; discounters regulations organic, no GM, foodstuffs, disease prevention & veterinary treatments, animal welfare area 6'115'465 ha 2007
	passed 1990 range agricultural & processed food marketing trade; retailers; discounters regulations organic, 95 % organically produced ingredients, mostly non GM, disease prevention area 1'948'959 ha 2008
	founded 1990 range cheese, meat, distilled beverage marketing food producers regulations products with traditional production area; high quality product with historical & cultural background AOC production within the area IGP some of the production within the area

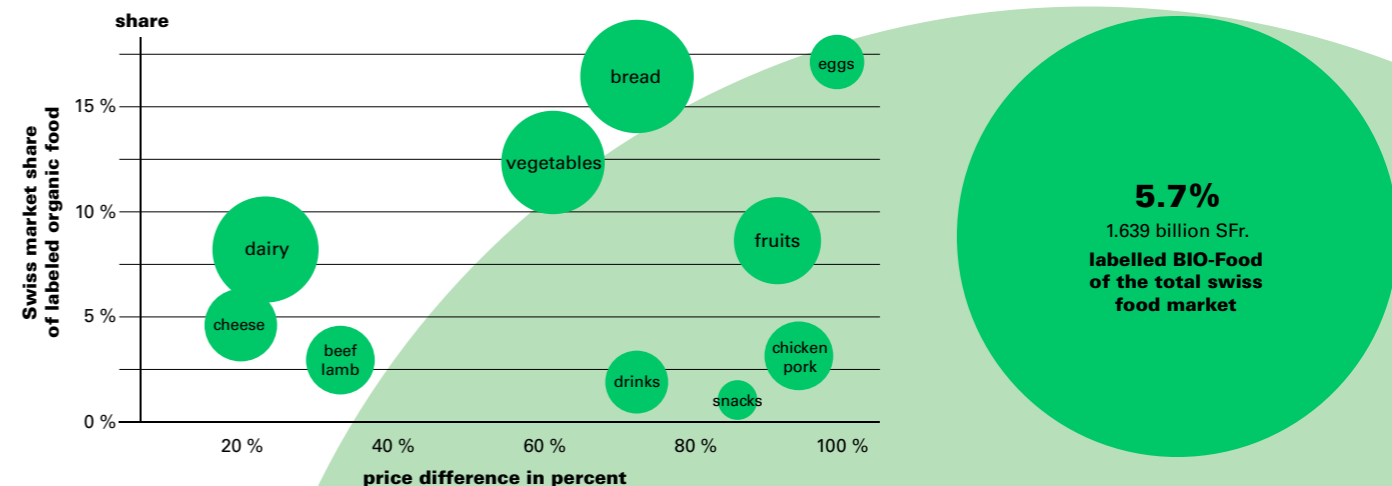
SOURCE
 7 <http://www.bio-suisse.ch/en/home.php> 8 http://www.ipsuisse.ch/Web/Portrait_id100.aspx 9 <http://www.maxhavelaar.ch/en/maxhavelaar/> 10 <http://www.fidelio.ch/index.php?id=3>
 11 <http://www.umweltschutz.ch/index.php?pid=408&l=de&PHPSESSID=0a1ae395a5e3ac5ec6b51551ac74283d> 12 <http://www.msc.org/> 13 <http://www.delinat.com/> 14 <http://www.aoc-igp.ch/de> 15 <http://www.konsum.admin.ch/themen/00120/00412/index.html?lang=de> 16 http://www.bioaktuell.ch/fileadmin/documents/ba/bioregelwerk-2011/deutsch/eu_d/eu_v_d.pdf

CERTIFICATION PROCESS TO A BIO-SUISSE FARM



MARKET SHARE & PRICE DIFFERENCE OF BIO-SUISSE FOOD

In 2009 120'000 hectares were cultivated by 5935 organic farmers in Switzerland - 11,1 percent of the total Swiss agricultural area.



SOURCE
 17 <http://www.fibl.org/de/themen/themen-statistiken.html> 18 <https://www.fibl-shop.org/shop/pdf/mb-1001-umstellung.pdf> 19 <http://www.bioaktuell.ch/de/markt/biomarkt.html>

FOOD LABELS IN SWITZERLAND

graphic showing quality (animal welfare, local labels, protecting food & environment, social label) & size of labels

animal welfare

regulating: humane animal husbandry; natural behavior; methods of animal slaughter; sustainable stocks (fish); run for animals, free range eggs

local labels

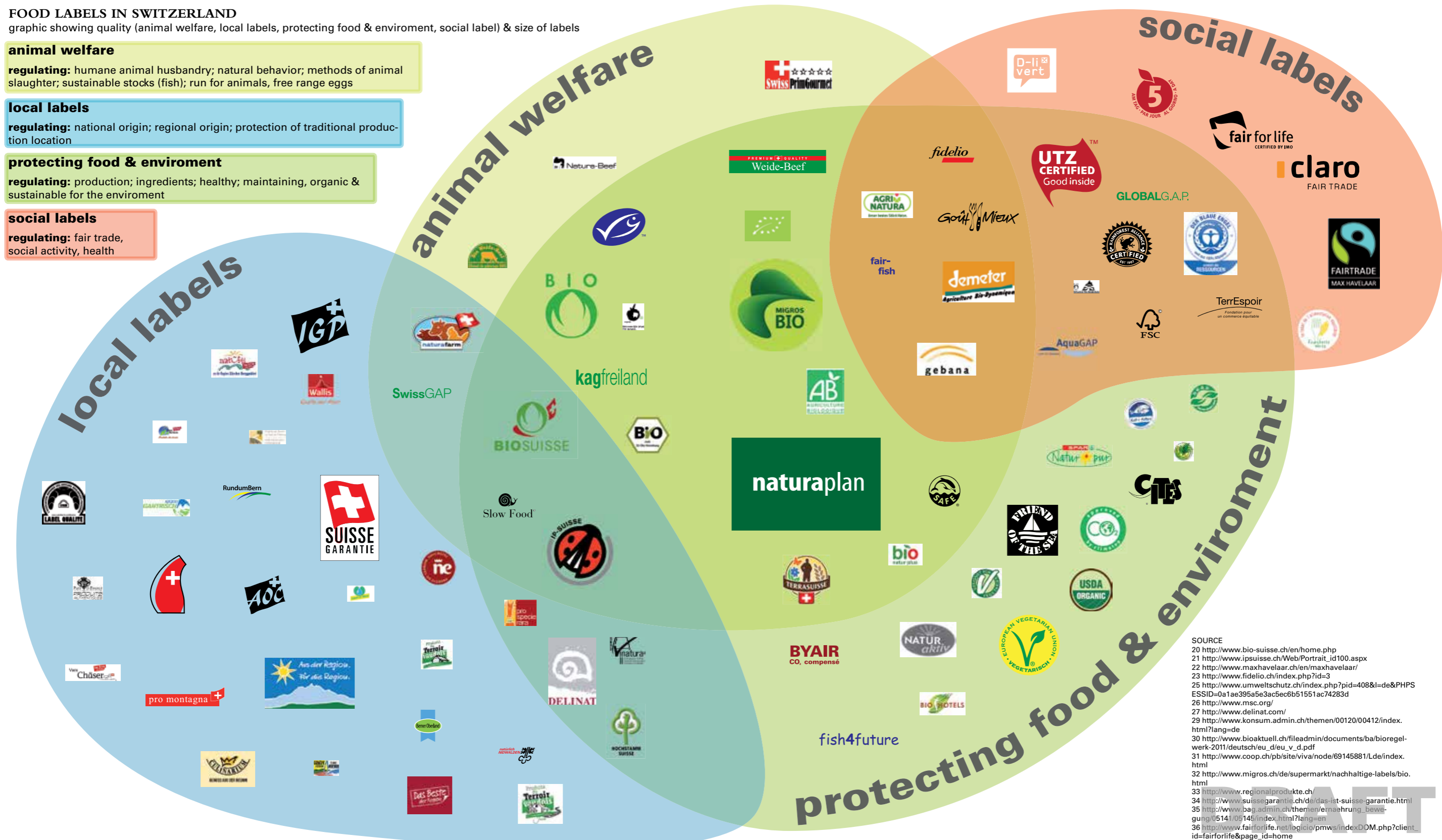
regulating: national origin; regional origin; protection of traditional production location

protecting food & environment

regulating: production; ingredients; healthy; maintaining, organic & sustainable for the environment

social labels

regulating: fair trade, social activity, health



SOURCE

- 20 <http://www.bio-suisse.ch/en/home.php>
- 21 http://www.ipsuisse.ch/Web/Portrait_id100.aspx
- 22 <http://www.maxhavelaar.ch/en/maxhavelaar/>
- 23 <http://www.fidelio.ch/index.php?id=3>
- 25 <http://www.umweltschutz.ch/index.php?pid=408&l=de&PHPS ESSID=0a1ae395a5e3ac5ec6b51551ac74283d>
- 26 <http://www.msc.org/>
- 27 <http://www.konsum.admin.ch/themen/00120/00412/index.html?lang=de>
- 29 http://www.bioaktuell.ch/fileadmin/documents/ba/bioregeln-werk-2011/deutsch/eu_d/eu_v_d.pdf
- 31 <http://www.coop.ch/pb/site/viva/node/69145881/Lde/index.html>
- 32 <http://www.migros.ch/de/supermarkt/nachhaltige-labels/bio.html>
- 33 <http://www.regionalprodukte.ch/>
- 34 <http://www.suissegarantie.ch/de/das-ist-suisse-garantie.html>
- 35 http://www.bag.admin.ch/themen/ernaehrung_bewegung/05141/05145/index.html?lang=en
- 36 http://www.fairforlife.net/logicio/pmws/indexDOM.php?client_id=fairforlife&page_id=home