

BRC WARNS ON DANGERS OF OVER-SIMPLISTIC FOOD LABELLING

April 19, 2005

Commenting on Melanie Johnson's promises on food labelling, made at a conference on Children's Health in Birmingham, Kevin Hawkins, BRC Director General, said:

"Retailers recognise their responsibilities when it comes to food labelling and are always happy to discuss sensible proposals for improved labelling.

"Whilst effective signposting and labelling can help consumers make informed choices on enjoying a healthy and balanced diet, the BRC will continue to warn against simplistic systems that run the risk of demonising foods that play an important role in a varied and healthy diet.

"Whichever political party is elected on May 6, must commit to educating all consumers about healthy lifestyles; including clear advice about the contribution that all foods make to a healthy diet as well as the importance of physical activity."