

codex alimentarius commission



FOOD AND AGRICULTURE
ORGANIZATION
OF THE UNITED NATIONS

WORLD
HEALTH
ORGANIZATION



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AGENDA ITEM NO. 8

CX/FL 05/33/10-ADD.2

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JOINT FAO/WHO FOOD STANDARDS PROGRAMME

**CODEX COMMITTEE ON FOOD LABELLING
THIRTY-THIRD SESSION
KOTA KINABALU, MALAYSIA, MAY 9 – 13, 2005**

**DISCUSSION PAPER ON ADVERTISING
(CL 2004/54-FL)**

GOVERNMENT COMMENTS

COMMENTS FROM:

EUROPEAN COMMUNITY

DISCUSSION PAPER ON ADVERTISING (CL 2004/54-FL)**GOVERNMENT COMMENTS****EUROPEAN COMMUNITY (EC):**

The European Community welcomes the Discussion Paper on Advertising CL 2004/54-FL prepared by Canada.

The European Community considers that it would be helpful to agree on a definition for advertising as related to claims in the future steps of the Draft Guidelines for Use of Nutrition and Health Claims. The discussion paper on advertising proposed by Canada constitutes a proactive start in the process that will lead to this definition.

Concerning existing definitions of advertising, the European Community suggests the following definition to the CCFL: *'advertising' means the making of a representation in any form in connection with a trade, business, craft or profession in order to promote the supply of goods or services, including immovable property, rights and obligations.*

The European Community considers advertising as an essential aspect when dealing with claims made on food. As noticed in the discussion paper, it is often pointed out that in some cases consumer deception was more likely to originate from advertising than from labelling itself.

The European Community recalls that advertising falls clearly within the remit of the CCFL, as the current terms of reference for this Committee mention: *"(d) to study problems associated with the advertisement of food with particular reference to claims and misleading descriptions."*¹

¹ Procedural Manual (14th edition) – p. 118