



EUROPEAN UNION - Delegation to the State of Israel

האיחוד האירופי - המשלחת למדינת ישראל

الاتحاد الأوروبي - البعثة إلى دولة إسرائيل

Trade and Economic Section

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Dear Mr. Kaliner,

This morning Sándor Szelekovszky, the Heads of the Trade and Economic Section of the EU Delegation to Israel made the following comments the deliberations in the Committee:

- The EU takes the fight against obesity and unhealthy food and promoting healthy life-style very seriously and is actually one of the leading regions in this area globally.
- But this is a very complex area where tangible progress can be only achieved – in the EU's experience - through long-term engagement to educate children in the schools, informing consumers about the nutritional content of the food products and encouraging food companies to improve the nutritional composition of their products on voluntary basis.
- There are several EU legislations in place concerning food advertising and informing consumer, the main and most comprehensive one being *Regulation 1169/2011 on Food Information for Consumers* which among others defines how food information and advertising should not mislead the consumers (please see further detail below).
- The EU side would be very open to further engage with the Israeli authorities and other stake-holders to exchange best practice on regulations, possibly in the format of an expert (TAIEX) workshop.

- Should the Israeli authorities decide to request such a cooperation, the EU side would be ready to support financially the organization of such an expert meeting.

Best regards

Eyal

You will see more information here on EU Regulation 1169/2011 on Food Information for Consumers:

[https://ec.europa.eu/food/safety/labelling\\_nutrition/labelling\\_legislation\\_en](https://ec.europa.eu/food/safety/labelling_nutrition/labelling_legislation_en)