



XVIth session of the
eurofins **i**nternational **S**eminar

2008

Paris, France
February 20, 21 & 22, 2008



Session 2 : Authenticity and labelling

An introduction

Authenticity :

Brand protection ?

Compliance with legislation ?

Economic sense ?

Consumer perception



Genuine version of a product in relation to :

- A specific place, region, country (**Sicilian** lemon, **Spanish** tomato, ...)
- A specific type, species, variety (**Aberdeen Angus** beef)
- A specific description (**extra virgin** olive oil, **organic** wine, **all natural** ingredients...)
- A specific claim (**health enhancing**, **disease prevention**)
- Trustworthy

The enforcement authority



- Protect and inform the consumer
- Ensure fair trade / fair competition
- Encourage small producers, regional products (eg PDO and PGI labels endorsed by the EU)
- Set the legal framework for specific claims (**health enhancing, disease prevention**)

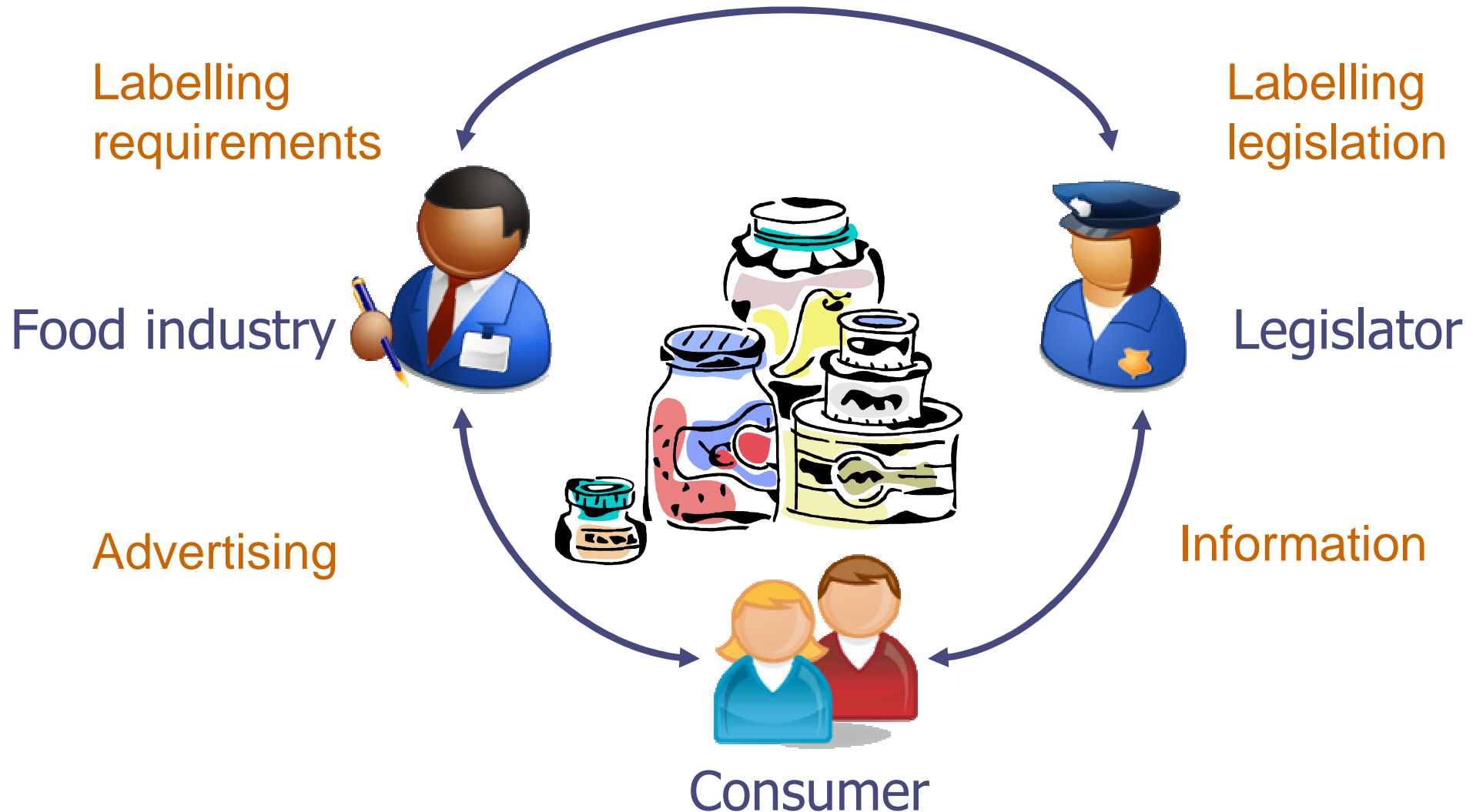
The food industry



- Brand promotion
- Market growth (one product perceived to be better than another)
- Premium prices (the more expensive the product => the higher the quality => the more authentic the food is perceived to be*)
- Maintain consumer confidence – brand protection

**« Authentic British food products: a review of consumer perceptions ». A.M. Groves, Int. Journ. Consumer Studies, 25(3), 2001, 246-254)*

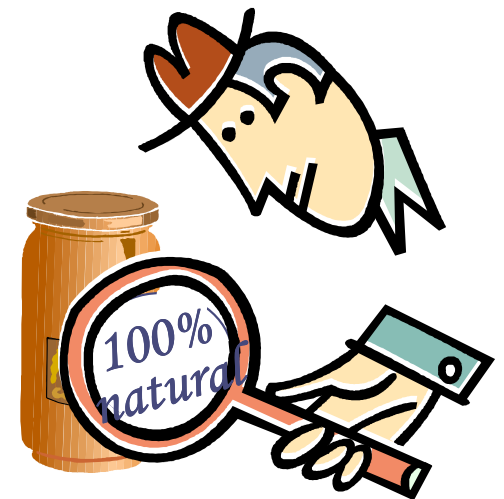
Communication => labelling, advertising



Authenticity ? Labelling ?

Where's the science ?

- Analytical techniques (chemical, biomolecular, isotopic, spectroscopic) can be used to substantiate claims, provide evidence of mislabelling, detect adulteration
- What is their potential ?
- What are their limitations ?



Session 2: Programme Part I

14h30 Factory door screening of food products: the potential and limitations of profiling techniques such as NIR
Dr. Gerard Downey, TEAGASC, Ireland

14h50 Basmati rice - only genuine with the right DNA fingerprint
Dr. Werner Nader, Eurofins WEJ

15h10 Making geographical origin claims: what analysis can and cannot check
Dr. Eric Jamin, Eurofins Scientific Analytics, France

15h30 **Coffee break**

Session 2: Programme Part II

16h00 Analytical methodology to tell the difference between organic and conventional crops

Dr. Simon Kelly, Institute of Food Research (University of East Anglia), UK

16h20 The complexity of labelling food products - what the legislation requires
M. Frank Kareth, eurofins IQS, Germany

16h40 Putting labelling legislation into practice

M. Pierre Gondé, responsable affaires réglementaires McCain Europe

17h00 Debate: authenticity and marketing claims : advertising backed up by science ?