

The Major Food Labeling Issues Faced By Policy Makers & Food Processing SME's In Asian Countries and Proposed Solutions

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Consumers Issues:

- To have more Information- Nutrition, allergens
- Credibility- Quality mark
- Clarity and visibility- small font, hidden places
- Local language
- Health claims
- Biosafety- LMO/GMO

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Processors/Manufactures:

- Labeling changes- time required- cost of change
- Pre-review/ approval
- High cost of improved label-active/intelligent package
- Cost of certification

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Enforcement Issues:

Inadequacy in self regulation structure-highcost

Un-organised large market of FBO's

Testing of some of the claims-GMO,Organic

Proposed Solutions

- I. Time limit to be fixed- Enough time
- II. Subsidize new label changes- in case of urgency
- III. System of suggesting label
- IV. Health Claim approval mechanism
- V. Regulations for fixing rates for certification
- VI. Create communication data base and information dispersal-helpline, adv.,

Proposed Solutions(Contd.)

- VII. Quality grading/ certification system
- VIII. Local language may be the main- if space provides, can be in other language
- IX. Information to consumers-GMO/LMO/Nano