

Секція 4. ІННОВАЦІЇ В НАУКОВОМУ І ПРАКТИЧНОМУ ТОВАРОЗНАВСТВІ

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STUDIES IN FOOD LABELING UKRAINE (ВІВЧЕННЯ УКРАЇНСЬКОГО МАРКУВАННЯ ХАРЧОВИХ ПРОДУКТІВ)

Надано методику аналізу українського маркування харчових продуктів на її відповідність європейським стандартам маркування харчових продуктів.

After Regulations analyzing, a number of information categories were identified that have a very clear specification and can be statistically analyzed. These types of information are: the name of the food product; the list of ingredients; substances or products causing allergies or intolerances; the quantity of certain ingredients or categories of ingredients; the net quantity of the food (g, ml, kg); the date of minimum durability or the use by date; any special storage conditions and/or conditions of use; the name or business name and address of the food business operator; the country of origin or place of provenance; instructions for use where it would be difficult to make appropriate use of the food in the absence of such instruction; language, font size, the energy value, per portion or %, kcal and kJ; fat, protein, carbohydrates, saturates, sugars, salt, polys, starch, fibers; MUFA, PUFA, vitamins, minerals, conclusions, recommendations, notes.

For a unified approach to the study in all involved countries with the chosen working methodology provides additional identification for each product label for a specific code resulted a set of 28 information categories. These can be studied statistically in the Excel application in various ways, by considering the most important criteria.

There were used a total of 2000 food products (meat products, fish products, milk and dairy products, fruits and vegetables products, frozen products and semifabricates, bakery and pasta, beverages, confectionary), whose label were photographed in some supermarkets in Kharkov, Ukraine, in March-August 2014. Manufacturer's name will be removed from the table for reasons of confidentiality.

This analysis can be done within a product category or subcategory of products (within the same worksheet in Excel) or for all products in a given category (meat), in the particular worksheet named «analysis».

Interpretation of data in the table was made using «COUNTIF» for counting the symbols Y, N in columns 5...29. The criteria on which the presence or absence of information reflect specific compliance or non-compliance from the Regulation, were filled up with «Y» or «N». In cases, where the information corresponding to a criterion should be interpreted to assess the situation correctly fulfilled or unfulfilled, we used symbols «Y» or «N», respectively. Similarly, the criterion amount of ingredients should note that it is mandatory when food ingredient appears in the name/title, being usually associated with that name by the consumer, therefore it should be emphasized on the label in words, or it is essential to characterize the product and differentiate from others with which it might be confused because of its name or appearance.

This analysis can be done within a product category or subcategory of products (within the same worksheet in Excel) or for all products in a given category (meat), in the particular worksheet named «analysis». This way allows evaluating the compliance of a particular criterion for a particular class of products. A particular interest is the determination of the percentage of products that simultaneously fulfils all eligibility criteria imposed by European legislation at the moment. For this, counting is done by symbols Y for specific mandatory information criteria fields tracked simultaneously. Query result horizontally for each product type is Y or N, meaning total or partial compliance of the applicable requirements. By summing up vertically the results of evaluations conducted horizontally, it will obtain the number of products that fully comply with the mandatory labeling requirements. By reporting the total number of products, determine the number of products that fulfill simultaneously all the criteria for labeling (fig.).

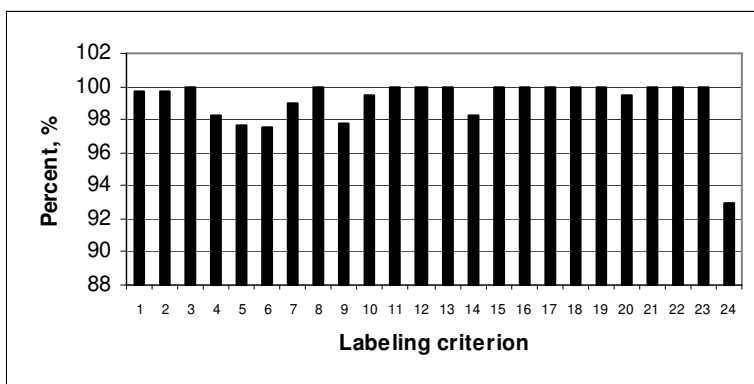


Fig. General evaluation results (percentage, depending on labeling criterion)