

“Fair speak” and information in food labelling

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The presentation will focus on the role of the sensory element in the assessment of potentially misleading food labelling, with a special focus on food names in those "open-ended" cases where the matter is not settled *a priori* by food standards. We address questions like: Is a drink a *smoothie* because of what it tastes, looks, and feels like in the mouth? Or is it a matter of ingredients and what exactly has been done to them? While neither aspect can be ignored, factual information of the latter kind tends to dominate the reasoning in legal cases concerning misleading food labeling.

The examples are based on a review of about 1200 cases on misleading food labelling registered by the Danish food authorities during the period 2002-2007 (Smith et al., in press).

The present research is an integral part of the cross-disciplinary research project "Spin or fair speak – when foods talk" (www.fairspeak.org) which aims at providing new knowledge, tools and experimental evidence for public control, self-regulation, and innovation in the field of food naming and labelling.