

**Question for written answer E-014228/2013
to the Commission**
Rule 117
Carlo Fidanza (PPE)

Subject: Defending the Mediterranean diet against the British 'traffic light' labelling system

In June, Great Britain introduced a food labelling system to rate the healthiness of products on the basis of their fat, salt and sugar content; each label features a small traffic light which indicates green for healthy food, amber for food which should be eaten in moderation and red for unhealthy food.

This recommendation has already been adopted by many large retailers in Britain, with a serious risk of both hindering the free movement of foodstuffs in Europe and creating confusion in other EU markets through a proliferation of labels.

This system could mislead consumers and damage the agriculture sector insofar as it contravenes EU legislation on PDO and PGI products; furthermore, by applying the recommendation to the letter, the 'Mediterranean diet', recognised as intangible cultural heritage by UNESCO and which has always been acknowledged as synonymous with proper and healthy nutrition, would be defined as completely unhealthy, since the traffic lights do not take account of how and in what measures products are combined with each other.

1. Does the British recommendation comply with the EU legislation in force?
2. How does the Commission intend to defend the Mediterranean diet?