

ORAL QUESTION H-0200/09
for Question Time at the part-session in April 2009
pursuant to Rule 109 of the Rules of Procedure
by Christa Kläß
to the Commission

Subject: Use of analogue cheese

European consumers should be given objective information about foods so that they can decide for themselves what to buy and what to eat. Cheese suggests the consumption of milk and healthy eating, but an imitation cheese is currently making huge advances in the food market. The use of analogue cheese in finished food products such as pizza or lasagne is on the increase. This product is made from palm oil, starch, milk protein, salt and flavour enhancers. The picture on the packaging gives the consumer the impression that cheese has been used. At a time when sales of good milk products have levelled off or are falling, they are facing further predatory competition from these substitute products.

Does the European Commission know about this cheese substitute and does it have figures on the market share for these products?

Can the Commission put a figure on the economic damage or loss of turnover for the milk and cheese market?

Does the Commission share the view that consumers are being misled here when the advertising gives the impression that this is 'cheese' although no cheese is used, and should compulsory labelling not therefore be introduced for the use of analogue cheese?

Tabled: 31.03.2009
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