

**Priority question for written answer P-003818/2020
to the Commission**

Rule 138

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Subject: Correct information to consumers: labelling of synthetic ingredients which have natural analogues

In the framework of the Farm to Fork Strategy, the Commission will in due course draw up a legislative proposal with the objective of empowering consumers to make informed food choices through the provision of clear labelling and accessible information.

Healthy products, including food, may contain natural or synthetic ingredients, which have different impacts on the environment and the health of consumers. Even if the term 'natural' is not used, EU consumers can still be misled and made to believe a product is of natural origin, in spite of the fact that it is not.

An example is the authorised novel food, synthetic zeaxanthin, for which the removal of the term 'synthetic' from the label was approved (Regulation (EU) 2018/1132), is misleading in terms of consumers' perceptions of its origin.

Taking into account the fact that working with natural substances represents important added value in terms of sustainability, but requires much more effort than using their synthetic counterparts, does the Commission consider it relevant to introduce mandatory labelling schemes, indicating whether a product is of synthetic or hemi-synthetic origin, if they have natural equivalents?