# DUAL QUALITY IN FOOD PRODUCTS

Consumers in a number of EU countries have claimed that the quality of some products is inferior in their home country compared to products from the same producer sold under the same brand abroad.

**SAME BRAND**

**SAME PACKAGING**

**DIFFERENT FOOD QUALITY**

## FOR EXAMPLE*

A coffee brand sells coffee with less caffeine and more sugar in two countries, with a similar branding

Consumers should be able to understand the main characteristics of the product they purchase. Guidance is needed to provide common guidelines to assist law enforcement agencies and to assess potentially unfair business practices

Example for the European Commission, 2017

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## ECO

EMPOWERING CONSUMER ORGANISATIONS TO TACKLE DUAL FOOD QUALITY

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## ECO

# EMPOWERING CONSUMER ORGANISATIONS

## TOWARDS A HARMONISED APPROACH TACKLING DUAL QUALITY IN FOOD PRODUCTS

## OBJECTIVES OF THE PROJECT

**❶**

DEVELOP A GUIDANCE FOR TESTING PRODUCTS

**❷**

EMPOWER CONSUMER ORGANISATIONS

**❸**

FOSTER CROSS-NATIONAL COOPERATION

**❹**

IMPROVE ADVOCACY OF CONSUMER ORGANISATIONS

## TACKLING DUAL FOOD QUALITY

Create a sound and harmonised guidance to identify potentially misleading products

Provide training materials to consumer organisations

Create and sustain an online platform to report misleading strategies

Strengthen advocacy at EU level

## WILLING TO JOIN US?

Contact SAFE via email at **safe@safefoodadvocacy.eu**

### ARE YOU A CONSUMER ORGANISATION?

✓ Sign the Supporting Agreement

✓ Collect data for product testing

✓ Suggest further products for testing

✓ Spread the word on your networks

### ARE YOU AN INDUSTRY REPRESENTATIVE?

✓ Provide comments on your products

✓ Get a certificate proving your producs do not hold dual quality