

Origin labelling from a
consumers' point of view:
a behavioural approach.

Country of origin labelling in the European Framework

Regulation 1169/2011 (entered into force 13th December 2014).

Article 26 – The indication of country of origin labelling is mandatory in the following situations:

1. when the omission of this information may mislead the consumer;
2. for particular typologies of food, such as fresh, chilled and frozen pork, sheep and goat meat and poultry;
3. when the country of origin or place of provenance of a food is indicated and it is not the same as that of its primary ingredient.

Country of origin labelling in the European Framework

Article 39 paragraph 2

*“By means of paragraph 1, Member States may introduce measures concerning the mandatory indication of the country of origin or place of provenance of foods only **where there is a proven link between certain qualities of the food and its origin or provenance.** When notifying such measures to the Commission, Member States shall provide evidence that the majority of consumers attach significant value to the provision of that information.”*

Member State	Products	Status
France	Milk, milk used in dairy products, meat used as an ingredient in food	In force since January 1, 2017
Italy	Durum wheat and semolina in pasta	Informally sent but not officially notified to Commission
Italy	Milk and milk used in dairy products	Enters into force on April 19, 2017
Lithuania	Milk and milk used as an ingredient in dairy products	Approved by Commission
Portugal	Milk and milk used in dairy products	Approved by Commission
Romania	Milk and dairy products	Not notified to Commission
Greece	Milk and milk used as an ingredient in dairy products	Notified to Commission
Greece	Rabbit meat	Notified to Commission
Finland	Milk, milk used as an ingredient in dairy products, meat used as an ingredient in food	Notified to Commission
Spain	Milk and dairy products	In progress

USDA Foreign Agricultural Service, EU Country of Origin Labelling – Member State Initiatives, 2017

Origin labelling and internal market

<p>Third scenario – Mandatory origin labelling at MS/third country level</p>	<p>Costs</p>	<ul style="list-style-type: none"> – The additional origin costs, which are expected to be the highest amongst the 3 scenarios, are likely to be passed onto the consumers. – The low willingness of consumers to pay for additional origin information and given the current consumer perception that existing prices for meat are high, may result in a decrease in the consumption of meat-related products. 	<ul style="list-style-type: none"> – It would pose operational challenges/radical adaptations (at higher degree than under the second scenario): <ul style="list-style-type: none"> ➤ Especially where meat from different Member States and/or third countries is mixed as well as for pork and chicken used as meat ingredients; ➤ Constraints access to a larger sourcing area in case of epizootic 	<ul style="list-style-type: none"> – All FBOs would incur certain operating costs. These costs are estimated from +25-20% up to 50% of total production costs; – Additional traceability costs are estimated from +3% up to 10% of the total production costs; – Administrative burden on business is estimated from +8 up to 12% of the total production costs; – The additional control costs (including administrative burden on public authorities) are estimated
---	---------------------	---	--	---

Commission Staff Working Document, *Origin Labelling for Meat Used as an Ingredient: Consumer's Attitude, Feasibility of Possible Scenarios and Impacts*, Brussels 2013.

Origin labelling and the consumers' point of view

“Nutrition labelling is an attempt to provide consumers, at the point of purchase, with information about the nutrition content of individual food products, in order to enable consumers to choose nutritionally appropriate food.” Grunert K.G., Wills J.M., *A Review of European Research on Consumer Response to Nutrition Information on Food Labels*, J Public Health, 2007.



Consumers' decision-making process

Country of origin image is the “*picture, the reputation, the stereotype that businessmen and consumers attach to products of a specific country. This image is created by such variables as representative products, national characteristics, economic and political background, history, and traditions. It has a strong influence on consumer behaviour in the international market, as it is associated with mass communication, personal experience, and views of national opinion leaders*”.

Ethnocentrism

Ethnocentrism is the “consumer perceptions that buying foreign-made products is inappropriate, immoral and may hurt national businesses and employment” Šmaižien I, Vaitkien R., *Consumer Ethnocentrism and Behavior in a Market of Dietary Supplements*, 2014.



Behavioural science and the consumers' protection policy

Behavioural science includes the analysis of human behaviour processes, by merging the outcome of research from different sciences, such as psychology, sociology, economics and neuroscience. Lourenço J. S., Ciriolo E., Almeida S. R., Troussard X., *Behavioural Insights Applied to Policy*, European Report, 2016.



Nudge theory

“Any aspect of the choice architecture that alters people’s behaviour in a predictable way without forbidding any options or significantly changing their economic incentive”. Thaler R. H., Sunstein C. R., *Nudge: Improving Decisions about Health, Wealth, and Happiness*, New Haven, Yale University Press, 2008.



Nudge theory



Behavioural insights

Behavioural insights is defined as a policy input, which could be used for the integration of the different instruments, such as regulations.

Features	Behavioural insights	Nudges
Occurrence in the policy process	Input	Output
Approach	Broader <i>repertoire</i> of policy tools	Focus on <i>choice architecture</i>

Lourenço J. S., Ciriolo E., Almeida S. R., Troussard X.,
Behavioural Insights applied to policy, European Report, 2016.

Framing

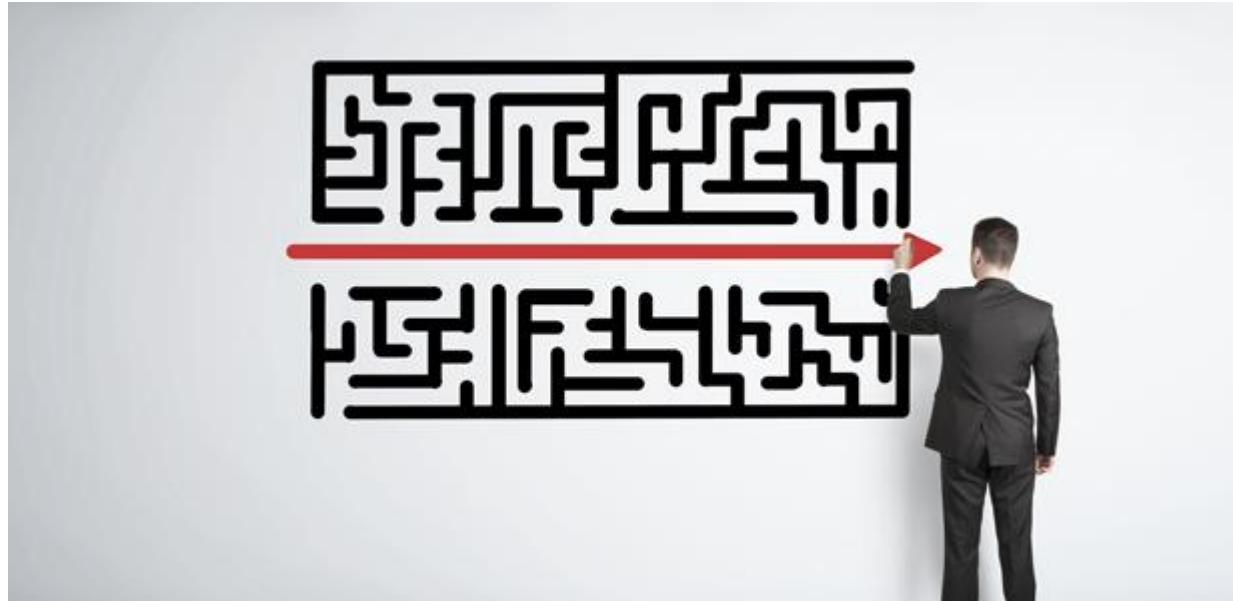


Choice overload



Behavioural science and origin labelling

“if you want people to do something, make it simple”. Alemanno A., Sibony A., *Nudge and the Law: A European Perspective*, Hart Publishing, Bloomsbury, Oxford 2015



All you need is less



Thank you for
your attention!