

**Question for written answer E-006189/2016
to the Commission**

Rule 130

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Subject: Influence of traffic-light food labelling on consumers' choices

In June 2013 the United Kingdom Department of Health introduced a voluntary system of food labelling – called traffic-light labelling – which ranks products into three different categories (green, yellow and red) based on the amount of salt, sugar, fat and saturated fat they contain.

A recent study analyses the sales data of a sample of three products involved in this system (Parma ham, Parmigiano Reggiano and French Brie), recorded between 2013 and 2015 by the UK's biggest retailer. While products without traffic-light labelling registered an overall increase in their sales volume, significant declines in sales and losses of market share are particularly evident for the same products in the presence of yellow and, especially, red lights.

These results confirm the influence that the system is able to have on consumers, leading them not to buy products, without providing correct and transparent information on the label.

Given this situation, does the Commission consider it necessary to further explore the findings emerging from the above-mentioned study by conducting a global economic and commercial assessment of the impact generated by the use of traffic-light labelling by UK retailers?