

# Food Labelling Law

Communicating Nutritional Information To Your Consumers To Enhance Your Competitive Advantage Whilst Complying With New Regulations



## PANEL OF SPEAKERS

**Dr Karim Blignaut**, Chairperson

**Rolf Uys**, Food Safety Auditor



**Janusz Luterek**  
Partner Hahn & Hahn  
Attorneys.



**Patricia Pillay**, Head of Consumer Goods  
Industry Affairs,  
**CONSUMER GOODS COUNCIL OF SOUTH  
AFRICA**



**Yolande van der Riet**, Nutritional Specialist-Food Safety Initiative,  
**CONSUMER GOODS COUNCIL OF SOUTH AFRICA**

**Ronel Burger**, Head of Food Safety  
Initiative,  
**CONSUMER GOODS COUNCIL OF  
SOUTH AFRICA**



**Dr Harris Steinman**, FACTS SA



## BENEFITS OF ATTENDING

- The Masterclass will equip you to implement effective practices for food labelling, marketing, and food safety policy adherence
- Demystifying legal uncertainties, ambiguous inclusions & exclusions in the food labelling terrain
- Understanding the origins of Food Labelling Law and its evolution
- Getting updated on what is happening around the world in food control, safety and regulations
- Assessing the future of food labelling law in South Africa and gaining an insight into possible future amendments
- Getting updated with R146/2010 from policy makers who were behind the development of these regulations
- Analysing the impact of new regulations on recipe and product formulation
- Exploring the impact of R146/2010 on marketing and advertising your food stuffs
- Saving your company money on fines, confiscation, forfeiture or recall of products as a result of non compliance
- Avoiding imprisonment as a result of noncompliance

## WHO SHOULD ATTEND?

Food Lawyers  
Compliance Managers  
Nutritional Specialists  
Brand Managers  
Packaging Managers  
Marketing Managers  
Food Control Directors  
Food Safety Specialists  
Food Retailers

Food Technologists  
Food Analysts  
Dieticians  
Labeling Managers  
Quality Control and Assurance Managers  
Product Managers & Specialists  
Food Control Managers & Officers  
Food Manufacturers



# Food Labelling Law

26th - 27th March, Rosebank Hotel, Johannesburg

Day 1

08:00 **Registration and Early-Morning Refreshments**

08:30 **THE EMERGENCE OF GLOBAL FOOD LAW**

This session aims at introducing the delegates to the emerging global regime for food regulation. It seeks to refresh the knowledge of participants in food regulation at both national and international level. In so doing, it will illustrate the past, present and future regulatory challenges for the production and distribution of food products. Some specific attention will be devoted to the ongoing debate on the appropriate role of governments in regulating consumers' choice.

## **UNDERSTANDING THE HISTORY OF FOOD LABELLING**

What is a food label

Origins of food labeling law

Development of food legislation around the world

Evolution of food legislation



## **FUNDAMENTALS OF FOOD LABELLING LAW**

Product registration

Product liability

Product recall

Advertising & labeling

Nutritional health claims

10:30 **Mid-Morning Refreshments**

11:00 **REGULATING THE FUTURE OF FOOD: BALANCING PRECAUTION WITH INNOVATION**

**THE FUTURE OF LABELLING AND MANDATORY DISCLOSURES**

**GM Foods labeling and mandatory disclosures**

Identifying what future consumers want on labels and understand where consumer transparency is heading

## **ORIGINS OF FOOD PRODUCTS AND LABELLING ISSUES THAT ARISE**

Tracing origins and labeling of organic products and labeling requirements that arise

Regulation of food technology & innovation

Assessing whether food labeling regulations foster or deter innovation in the food sector

Janusz Luterek  
Partner Hahn & Hahn Attorneys.

13:00 **Networking lunch for all delegates and speakers**

14:00 **EXPLORING THE IMPACT OF FOOD LABELLING REQUIREMENTS ON MARKETING AND ADVERTISING** **FOODSTUFFS**

The value and role of brands for food products

The rationale for food labeling laws

## **FOOD RECALLS**

Planning and conducting a food recall and crisis communication plan

Creating a crisis response plan, data gathering, investigation phase specifics and how to communicate under different scenarios.

Rolf Uys  
Food Safety Auditor

15:00 **Mid-Afternoon Refreshments**

**Question and Answer Session and Closing Remarks for the day**

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## Day 2

08:00 Registration and Early-Morning Refreshments



### 08:30 OVERVIEW OF THE SOUTH AFRICAN FOOD CONTROL AND LABELLING SYSTEM

Fundamentals of the South African food labeling system  
The history of food law in South Africa and its development  
Food Stuffs, Cosmetics & Disinfectants Act 54/1972  
Regulations R146/2010

#### UNPACKING NEW REGULATIONS R146/2010

Evolution of R146/2010  
Assessing its impact on recipe and product formulation  
Understanding banned and allowed terms in product labeling  
Exploring technical terms such as best before date, sell by date and use by date  
Understanding consequences of non compliance  
The future of food labeling law in South Africa-  
where are we going?  
Leveraging R146 to your advantage to gain customer  
satisfaction and confidence in your brand

**Yolande van der Riet**  
Nutrition Specialist  
**FOOD SAFETY INITIATIVE: CONSUMER GOODS COUNCIL OF**

### 09:45 THE CONSUMER PROTECTION ACT (CPA) 68 OF 2008 AND FOOD LABELLING

Labeling of genetically modified foods (GM) as stipulated by the Consumer Protection Act 68/2008  
Understanding the requirements pertaining to the contained use, experimental release, marketing, and labeling of GM  
foods and products derived from GM foods  
The Consumer's Right to know and make informed food choices and the current food labeling system in South Africa  
Applicability of GM foods labeling provisions of the  
CPA and Consumer Goods Regulations

**Patricia Pillay**  
Head of Retail Council & Legislative Affairs  
**CONSUMER GOODS COUNCIL OF SOUTH AFRICA**

### 11:00: Mid-Morning Refreshments

#### 11.30 GM LABELLING: THE LAW DEMYSTIFIED

Ensuring that the labeling, advertising and promotion of foodstuffs are both legal and ethical  
Making sure that every labeling aspect including the word, illustration, value, logo etc has true meaning to the consumer

**Ronel Burger**  
Head of Food Safety Initiative

### 13:00 Networking lunch for all delegates and speakers

#### 14:00 INFRINGEMENTS TO THE FOOD LABELLING REGULATIONS AND REMEDIES

Liability and share of responsibility from different actors  
Remedies available to consumer for non compliance  
Implementation and logistical challenges and how to overcome them

### 15:00 Mid-Afternoon Refreshments

Question and Answer Session

**Dr Harris Steinman**  
Director: Facts S.A.

# Food Labelling Law

Sales Contract - Please write in block letters

## CONTACT— DUMISANI MASUKU

Name: \_\_\_\_\_  
Position: \_\_\_\_\_  
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Direct phone number/mobile number: \_\_\_\_\_

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Position: \_\_\_\_\_  
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## Professional Training @ R4 999-00

### Payment is required within 5 working days.

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Tel: 011 027 9022

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Date: 26th—27th March 2013

Venue: The Rosebank Hotel  
Johannesburg - RSA

## Rosebank Hotel, Johannesburg

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