



**Ministry of Food, Agriculture  
and Fisheries of Denmark**

Danish Veterinary and  
Food Administration

# Legal aspects of labelling

WholeEUGrain Summer School

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## The Whole Grain logo

The whole grain logo "Vælg fuldkorn først" (in English "Choose whole grain first") is considered as a **dietary guideline**.

The whole grain logo is not considered as a nutritional logo or a nutrition claim.

The use of a dietary guideline in the marketing of food is considered commercial information and can be subject to the claims regulation depending on the nature of the claim.

If the dietary guideline refers to nutrients or other substances it will be subject to the claims regulation. Referring to whole grain ingredients or other ingredients like oats, apples etc. are not considered nutrients or other substances.

It is important in the labelling not to indicate a beneficial effect on the health e.g. "eat whole grain, because of xx effect on your health".

Such a claim can only be used if it is approved as a health claim.

It is not allowed to indicate that a food can prevent or cure diseases.



## The Regulation on Food Information to Consumers (FIC) 1169/2011

All ingredients in a food shall be included in the list of ingredients, designated by their specific name.

Indication of whole grain is considered as a descriptive characteristic of an ingredient or category of ingredients (whole grain wheat flour, whole grain rye)

If whole grain is emphasized in words, pictures or graphics, the quantity of the whole grain ingredient is required to be indicated in the labelling of the food.

Referred to as QUID-labelling.

Should be indicated in the list of ingredients in % corresponding to the quantity of the ingredient in the food.

Example whole grain wheat flour (60 %). The whole grain wheat flour ingredient constitutes 60% of the food.

# The Regulation on Nutrition and Health Claims 1924/2006

## Scope:

- Apply to nutrition and health claims made in commercial communications, whether in the labelling, presentation or advertising of foods to be delivered as such to the final consumer.

## Definitions:

- Nutrition claim is any claim which states, suggests or implies that a food has particular beneficial nutritional properties.  
E.g. “High content of fibres” or “Source of fibres” or “Increased content of fibres”.
- Health claim is any claim that states, suggests or implies that a relationship exists between a food category, a food or one of its constituents and health;  
E.g. “Rye fibre contributes to normal bowel function”.

## Approved Health Claims concerning fibre

Relevant health claims concerning fibre:

“Barley grain fibre contributes to an increase in faecal bulk”

The claim may be used only for food which is high in that fibre as referred to in the claim HIGH FIBRE as listed in the Annex to Regulation (EC) No 1924/2006.

“Oat grain fibre contributes to an increase in faecal bulk”

The claim may be used only for food which is high in that fibre as referred to in the claim HIGH FIBRE as listed in the Annex to Regulation (EC) No 1924/2006.

“Rye fibre contributes to normal bowel function”

The claim may be used only for food which is high in that fibre as referred to in the claim HIGH FIBRE as listed in the Annex to Regulation (EC) No 1924/2006.

Four health claims are approved regarding Beta-glucans from barley or oat.

No health claims approved for “whole grain”.

## The Claims Regulation or the FIC

Nutrition claims are made on nutrients e.g. fibre.

Whole grain is a characteristic of an ingredient, not a nutrient (whole grain wheat is not a nutrient).

Claims concerning particular food ingredients or categories of ingredients as whole grain are assessed according to the Food Information Regulation (FIC) and must not mislead the consumers.

Focus on particular ingredients in a certain context e.g. using images, can be considered as claims indicating a nutrition or health effect. This would be subject to the claims regulation.

Example: Using a symbol of a heart together with the words "whole grain" will be subject to the claims regulation.

## The Whole Grain logo and the legal aspects

In the Whole Grain logo Toolbox you can find link to the two Regulations:

REGULATION (EC) No 1924/2006 OF THE EUROPEAN PARLIAMENT AND OF THE COUNCIL of 20 December 2006 on nutrition and health claims made on foods

<https://eur-lex.europa.eu/legal-content/DA/TXT/?uri=CELEX:02006R1924-20141213>

REGULATION (EU) No 1169/2011 OF THE EUROPEAN PARLIAMENT AND OF THE COUNCIL of 25 October 2011 on the provision of food information to consumers

<https://eur-lex.europa.eu/legal-content/DA/TXT/?uri=CELEX:02011R1169-20140219&qid=1496756488921>





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# Thank you!

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