Dear CEBP members!

Since the last issue of the CEBP journal there was a great deal of movement on European level.

The legislator is not getting tired, to adopt rules and regulations in order to “strengthen” the internal market. Thereby it had once been a breakdown in the European Parliament:

A good arrangement for our bakers and confectioners craft concerning the tachograph responsibility for delivery vehicles had been made worse with so-called corrections.

Deputies wanted to do something good for the middle class and accidentally have expanded the scope by a reduction of vehicle weight. Regarding this subject, we are in close collaboration with the EU Parliament, which is able to change this lapse as a part of the trilogy procedure.

However, that what just one example of many regulatory measures on European level, which we observe very closely, support and intervene if necessary.

There has never been a more important time, for such a significant economic power like the European Bakers and Confectioners craft to be organized and to have a smart appearance towards the European bodies. All greater is the need to welcome as many national associations of the Bakers and Confectioners craft as possible to become CEBP members. Therefore all members are requested to advertise for our CEBP.

With kind regards

Your Amin Werner, Secretary General
1. **Food Standards Agency Report on Acrylamide and Furan Content in Commercial Products**

In April 2012, the British Food Standards Agency (FSA) published their fourth report on acrylamide and furan content in products sold in Great Britain. The data sample was culled from European Union acrylamide and furan monitoring programs. Overall, 248 samples were examined for acrylamide content and 92 samples for furan content. The data was culled between November 2010 and April 2011. 13 cases confirmed acrylamide content, more than the respective European signal value. As a result of the exceeded signal value, research must be conducted into the causes for acrylamide content.

Measures must also be taken to reduce acrylamide content in products. Use of the so-called Toolbox for Acrylamide by FoodDrink-Europe (FDE) will play an essential role in this case. In its report, the FSA concludes that the risks to human health in the British population have not increased due to the levels of acrylamide and furan found in the examined foods. Therefore, it is not necessary to change consumption recommendations for the British population.

The complete FSA report is available at www.food.gov.uk
2. First Part of Article 13
List on Health Claims Published

Consumers in the EU expect correct information of the products they purchase, especially as far as health benefits are concerned.

On May 16th, 2012, the Commission approved a list of 222 health claims. This list is based on sound scientific research according to the European legislation and can be used throughout the EU while contributing to the withdrawal of misleading statements by the end of the year. John Dalli, European Commissioner for Health and Consumer Policy, calls the published list “the culmination of years of work and marks a major milestone in regulating health claims on food”.

The list of health-related data is valid for the entire European Union now available on the internet. It is intended to give manufacturers legal peace of mind, as they can see which claims are allowed and which are not.

Finally, all of the certified data are entered in the EU register of nutrition and health claims made on food, as stipulated in the so-called Health Claims regulation (VO (EC) No. 1924/2006). The EU register is an interactive database, accessible via the commission’s website. From early December 2012, all non-approved claims and claims that have not been certified will be prohibited.

Please find the register as well as further information on the following link:
http://ec.europa.eu/food/food/labellingnutrition/claims/index_en.htm


In March 2011, the commission asked all member states and participants via the members of the advisory group for ecological agriculture to fill in a questionnaire on their experiences with regulation (EEC) No. 834/2007 that came into force on the 1st January 2009. On the basis of 26 responses from the member states and 11 from participants, the commission fleshed out the following three main topics for future consideration in their report:

• Scope of regulation (EC) No 834/2007 as regards organic food prepared by mass caterers;
• Prohibition of the use of GMOs, including the availability of products not produced by GMOs, the vendor declaration, the feasibility of specific tolerance thresholds and their impact on the organic sector;
• Functioning of the internal market and controls system, assessing in particular that the established practices do not lead to unfair competition or barriers to the production and marketing of organic products.

On the issue of prohibition of use of GMOs, the commission points out that particular attention should be paid specifically to food and food additives or other substances that so far were not available on the market without the use of GMOs. Furthermore, great importance is placed on vendor declaration on use of GMO-free production measures according to article 9 clause 2 of regulation (EC) No. 834/2007. According to the commission, not all companies use the declaration, and others sign the declaration without enough consideration. Also, some member states had reported that due to lack of technical resources and analysis possibilities, the reliability of the declarations could not always be confirmed.

In terms of the reliability and effectiveness of vendor declarations, the commission intends to launch further investigations. With regard to the threshold value (the tolerance thresholds) for the presence of GMOs, consultation with the member states showed that maintaining a uniform threshold of 0.9% for the adventitious or technically unavoidable
The presence of GMOs in organic products was approved on the grounds that a specific threshold value would increase the complexity and costs for producers and consumers.

Please find the report on the following link:

4. ECN Report on the Competitive Situation in the Food Sector

The European Competition Network (ECN) recently published a report on competition in the food sector. The European Commission and the national antitrust authorities of the 27 member states are all part of the ECN. The report contains answers to inquiries from members of the European parliament that had asked for explanations on the activity of antitrust authorities in the food sector. It also shares the opinion of a memo by the commission on improving the functioning of the food supply chain from October 28, 2009. The memo proposes a common approach for antitrust authorities within the European Competition Network, so that food market-specific problems are better to detect and to make it easier to coordinate future actions.

In this respect, the report contains detailed information compiled by the European Commission and antitrust competition authorities in recent years. According to the report, the food industry has been high on the list for antitrust authorities in Europe, with the authorities intensifying their activities as a result of a significant increase in food prices in the last few years.

From 2004 to 2011 the European antitrust authorities examined more than 180 antitrust cases, issued nearly 1,300 decisions and resolutions in fusion control and initiated more than 100 market surveillance measures. Most cases concerned the processing and the manufacturing stages, but retail was also monitored too. 50 trusts were forbidden after it was found out that they had made price fixing arrangements, allocated market and customer share and exchanged sensitive business data, as well as conducting practices to displace farmers or suppliers from the market. As part of the market surveillance measures, the antitrust authorities analysed how the food sector works. They often found out that there are numerous other explanations other than insufficient competition between the market participants for unfavourable market tendencies. The antitrust authorities also warned that legal reforms are needed; for example, an amendment or repeal of laws that hinder the development of retail, and the adoption of laws or regulations to combat unfair trade practices.

In addition, the antitrust authorities also encouraged producers to increase their efficiency and strengthen their position in the value chain, partially by establishing cooperatives.

Currently, European antitrust authorities are investigating approximately 60 more trust cases and carrying out further market surveillance.

The report is available in English on the following link:
Danish Bakers' Association
Danish Master Bakers United

There used to be something rotten in the state of Denmark. At least if you ask Hamlet. And to some extent it was true in the world of master bakers.

But this is no longer the case!
Until the end of February, two organisations competed for the favour of the master bakers and confectioners in Denmark. Bager- & Konditormestre i Danmark, BKD (the Association of Master Bakers and Confectioners in Denmark) and the smaller Arbejdsgiverforeningen for Bagere, Konditorer og Chokolademagere, AKBC (the Organisation for Bakers, Confectioners and Chocolatiers) decided to lay down their “arms” and join forces. Shoulder to shoulder, they now stand in battle against bake-offs, politicians and the other forces that every day try to push handmade bread and cake from the market in products made in factories with no soul; without love for the product.

And the Danes do love their bread.
The 5.5 million people living in Denmark spend around 4 billion Danish kroner (€533 million) in craft bakeries each year. They also spend a similar amount in supermarkets, gas stations, kiosks and everywhere else where bread is available. That means that the approximately 700 craft bakeries in Denmark have a lot of things on their plate. Sadly, a master baker or confectioner has to do much more than manage making beautiful products every single day. They also have to manage their employees, food safety laws, keep the books and market their business towards customers. That’s a lot of work for the average Danish baker, with an average annual turnover of roughly 7 million Danish Kroner (€950,000). To help them there are organisations like BKD and AKBC.

The two organisations’ mission is to help members in any way they can. That means battling against unions, government, and so on. However, the two organisations also used to battle each other, taking precious resources away from actually helping bakers and confectioners. At the same time, the industry has been decreasing in size. More than 500 businesses have shut down in the last 8 years and there was increasing pressure from all sides.

Could the industry sustain two similar organisations? The answer is no. The chairmen from both organisations therefore got together to hatch out a plan for a joint future.
It had been tried before – and failed. However, in February there was a new factor in the mix. BKD had joined the Danish Chamber of Commerce, meaning the BKD members now had a much better deal for their employees’ salaries. It is all due to the “Danish Model”, where salaries are negotiated between the unions and the owners once every two or three years. BKD managed to negotiate a good deal, AKBC did not. That meant that AKBC would rapidly lose members to and their chairman saw it was time to join up with the BKD. Negotiations were intense, but eventually an agreement was made. From the 1st of January 2013, there will only be one organisation for master bakers and confectioners in Denmark, the BKD.

In reality, the two organisations had already long started working together. Two board members from AKBC had been given a seat in the BKD board. Each organisation had, for instance, their own digital food safety program for their members and those have started to be merged into one entity. The two bodies are also cooperating with regards to competition and so on. In Denmark the move was met with joy from both organisations, as well as all their members. They are all positive that this move will mark the beginning of some very good years for Danish master bakers and confectioners.

Signed Carsten Wickmann

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**Events:**

<table>
<thead>
<tr>
<th>Country/Association:</th>
<th>Event:</th>
<th>Date:</th>
<th>Place:</th>
</tr>
</thead>
<tbody>
<tr>
<td><em>Sweden</em></td>
<td>Nordic meeting in Spitsbergen</td>
<td>9th – 11th September 2012</td>
<td>Svalbard / N</td>
</tr>
<tr>
<td><em>Germany</em></td>
<td>iba summit</td>
<td>15th September 2012</td>
<td>Munich</td>
</tr>
<tr>
<td><em>Germany</em></td>
<td>UIB Congress at iba Munich</td>
<td>16th – 17th September 2012</td>
<td>Munich</td>
</tr>
<tr>
<td><em>Germany</em></td>
<td>iba-Cup Bakers</td>
<td>16th – 18th September 2012</td>
<td>Munich</td>
</tr>
<tr>
<td><em>Germany</em></td>
<td>iba</td>
<td>16th – 21th September 2012</td>
<td>Munich</td>
</tr>
<tr>
<td><em>Germany</em></td>
<td>German Championship of Bakers, the finale will take place at the iba</td>
<td>19th September 2012</td>
<td>Munich</td>
</tr>
<tr>
<td><em>Germany</em></td>
<td>iba-Cup Confectioners</td>
<td>20th – 21th September 2012</td>
<td>Munich</td>
</tr>
<tr>
<td><em>Sweden</em></td>
<td>Cinnamon Bun Day</td>
<td>4th October 2012</td>
<td>–</td>
</tr>
<tr>
<td><em>Germany</em></td>
<td>General Assembly</td>
<td>7th – 9th October 2012</td>
<td>Hanover</td>
</tr>
<tr>
<td><em>Belgium</em></td>
<td>CEBP Board Meeting</td>
<td>16th October 2012</td>
<td>Brussels</td>
</tr>
<tr>
<td><em>Belgium</em></td>
<td>CEBP reception</td>
<td>16th October 2012</td>
<td>Brussels</td>
</tr>
<tr>
<td><em>Belgium</em></td>
<td>CEBP General Assembly</td>
<td>17th October 2012</td>
<td>Brussels</td>
</tr>
<tr>
<td><em>Sweden</em></td>
<td>Princesstårten (princess cake) week</td>
<td>20th – 28th October 2012</td>
<td>–</td>
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<tr>
<td><em>Sweden</em></td>
<td>Nordic Bakery Championships</td>
<td>26th – 27th October 2012</td>
<td>Oslo</td>
</tr>
<tr>
<td><em>France</em></td>
<td>Contest and award ceremony of the ILWB</td>
<td>5th – 8th November 2012</td>
<td>Rouen</td>
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<tr>
<td><em>Switzerland</em></td>
<td>Swiss Championship for Bakers and Confectioners</td>
<td>19th – 21th November 2012</td>
<td>Luzern</td>
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<tr>
<td><em>Sweden</em></td>
<td>SBK board meeting</td>
<td>22th November 2012</td>
<td>Stockholm</td>
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