President Henri Wagener

My dear colleagues Bakers and Confectioners;

Due to the diversity of our bakery, pastry and confectionery, we illustrate the multiple aspects, the variety and dynamics of our business across the whole of Europe. Harmonization through an overly standardized regulation is bad news for the European culinary culture that we are so proud of.

During my recent travels in this world we call “new”, always ahead of our European traditions, I notice in the USA, every year, a change of lifestyle, culinary modes but also the number of overweight people unfortunately steadily increasing. The vast majority of foods are pre-packaged, ready to be consumed, excessively labeled and always accessible, day or night!

However, the good advice and information printed on the packaging seem to be of no use. Otherwise, citizens of the always united states should always be present in perfect slender shape and it should be contagious.

Any change demands, in order to maintain the right balance, an adaptation of lifestyle and eating habits. The maxim of eating healthy and moving more does not seem to affect this planet of ready to eat, pre-packed and labeled and reading the right printed messages does not change anything either.

In Europe, the old continent, the producer, the farmer, the manufacturers guarantee a first-class product and a great value with certainty of provenance and traceability.

Manufactured products follow business logic, geographically comprehensive. The labeling is an integral part of that logic.

Crafts on the other hand, similar in quality, but superior in freshness and service, can boast of its master products from A to Z.

Small units of production and sales, a human scale, are of benefit for the soul and the body. A state of things which should not be underestimated in a healthy diet.

As SMEs, our advantages for consumers are:

- Proximity, diversity, freshness and food culture.
- Learning, Teaching, transmission and durability.

Someone who has mastered a profession controls his own life. He is not exposed to financial volatilities and even less to political turmoil.
In these difficult and uncertain times, we offer young people a quality education and learning of not only a profession but also of values. If Europe wants to fight mass unemployment among our young people, which is weighing heavily on our countries, it must strengthen our sector and establish a framework that allows us to create growth and jobs.

The products made by the hands of Bakers and Confectioners are of high value in the estimation of the consumer, not to mention the symbolic value of our products and their omnipresence in everyday life.

Let us not mislead our citizens - consumers by incessant nutritional warnings, let us not create uncertainty by communicating indigestible amounts of information that ultimately blur the tracks, rather than clarify the message. Our message is very clear, word of a responsible professional.

Henri Wagener

1. Traffic light labeling in the UK

In late October 2012 the UK Department of Health announced that a common form of color nutrition labeling, which connects GDA labeling with evaluating traffic light colors "Red - Green - Yellow" should be implemented. Compared with previous approaches of a pure nutritional traffic light, this should be a so-called hybrid system.

The Ministry wrote the following in its press release:

"Hybrid system for food labelling given green light (October 24, 2012)

Consumers will be able to make healthier choices about the food they eat with the introduction of a new, consistent system of front of pack labeling, Health Minister Anna Soubry announced today.

The announcement of the proposed system – a combination of guideline daily amounts (GDA), color coding and high/medium/low text – comes after a three-month consultation with retailers, manufacturers and other interested parties on what a consistent, clear front of pack label should look like.

Many retailers already use variants of a hybrid system, and some provide only GDA. However they each display the information with different visuals, color and content making it hard for consumers to compare foods.

Following today's announcement, the UK Governments will be working with industry and other partners to agree the detail of the system and make sure they use consistent visuals to show – on front of packs – how much fat, saturated fat, salt and sugar, and how many calories are in food products."

Public Health Minister Anna Soubry said:

"The UK already has the largest number of products with front of pack labels in Europe but research has shown that consumers get confused by the wide variety of labels used. By having a consistent system we will all be able to see at a glance what is in our food. This will help us all choose healthier options and control our calorie intake.

"Obesity and poor diet cost the NHS billions of pounds every year. Making small changes to our diet can have a big impact on our health and could stop us getting serious illnesses – such as heart disease – later in life.”

The new label is expected to be in use by summer 2013."

Various retailers agree with the explanations of the Government. However, it is currently not clear, what the further schedule in this matter is going to be.
2. Health Claims Regulation: Article 13 list has been applied since 14 December 2012

The so-called Article 13 list has been applied since 14 December 2012 and includes 222 authorized and approved health related data, according to the Health Claims Regulation. Therefore, food manufacturers will only be allowed to use these 222 health’s related data for food advertising throughout Europe.

Referring to the Regulation (EU) No 432/2012, please note that the information is presented in tabular form: In column 1, the substances are listed besides the allowed advertising statements in column 2 (every inscription which is logically the same for the consumer, is also included). Furthermore, important are the conditions of use in the middle column: If food does not fulfill these conditions, a statement is not allowed to make.

Already in the past, such advertising messages were only being allowed to use, if they were scientifically verified and provable. So far a change has taken place by Regulation (EC) NO. 1924/2006, as the European legislator now decides what is permissible and what is not.

Actually the member states sent more than 44,000 health-related data to the Commission; however the European Food Safety Authority EFSA received - in particular due to numerous duplicates - only 4637 data. Approximately 2,700 of these data are temporarily evaluated, however about 2,000 are still need to be reviewed (so-called on-hold information).

In fact, the European legislator wanted to create a food list in respect of general accepted health supporting effects in January 2010. The current list, with 3 years of delay, mainly contains information about vitamins, minerals and several few other nutrients. Anyway, the next step will be now, to work out the second part of the Article 13 list, which will be concerned about health effects of plants and plant contents.

<table>
<thead>
<tr>
<th>Nutrient, substance, food or food category</th>
<th>Claim</th>
<th>Conditions of use of the claim</th>
<th>Conditions and/or restrictions of use of the food and/or additional statement or warning</th>
<th>EFSA (Journal number)</th>
<th>Relevant entry number in the Consolidated List submitted to EFSA for its assessment</th>
</tr>
</thead>
<tbody>
<tr>
<td>Activated charcoal</td>
<td>Activated charcoal contributes to reducing excessive flatulence after eating</td>
<td>The claim may be used only for food which contains 1 g of activated charcoal per quantified portion. In order to bear the claim information shall be given to the consumer that the beneficial effect is obtained with 1 g which should be taken at least 30 minutes before and 1 g shortly after the meal.</td>
<td>2011:9(4):2049</td>
<td>1938</td>
<td></td>
</tr>
<tr>
<td>Alpha-linolenic acid (ALA)</td>
<td>ALA contributes to the maintenance of normal blood cholesterol levels</td>
<td>The claim may be used only for food which is at least a source of ALA as referred to in the claim SOURCE OF OMEGA-3 FATTY ACIDS as listed in the Annex to Regulation (EC) No 1924/2006. Information shall be given to the consumer that the beneficial effect is obtained with a daily intake of 2 g of ALA.</td>
<td>2009: 7(9):1252</td>
<td>493, 568</td>
<td></td>
</tr>
</tbody>
</table>

Fig.1: Detail from the Regulation (EU) No 432/2012
3. **Consultation of the European Commission concerning bureaucracy reduction**

Complaints about bureaucracy caused by EU law are well known. Even Bakeries complain that their daily work is becoming more and more difficult due to legal EU-requirements. Increased costs and the administrative burden are examples for the practical implementation of European regulations in the field of food law and traffic law.

The European Commission intends to put things right to small and medium enterprises (SMEs): Reduce bureaucracy and identify ten legal acts that are perceived as the greatest burden for SMEs. Concerning this topic the European Commission made a consultation. The aim is: The most stressful European guidelines for SMEs should be modified, accordingly to the special needs of SMEs.

The CEBP has participated in that consultation. Therefore we have submitted a filled out questionnaire and a statement to the European Commission, which you can find for your information attached.

Now the Commission will evaluate the consultation and presumably prepare a report, about proposals for suitable measures in order to improve the situation of SMEs. The Commission stressed that the implementation of the principle "Right of Way for SMEs" would be the most important principle of EU law for small businesses. Thereby a simplification of the legal and administrative field of SMEs could be achieved.

We will keep you informed about any further developments.

4. **CEBP registered in the EU Transparency Register**

Since December 2012 the CEPB is registered at the common EU Transparency Register.

According to article 11 of the Treaty on European Union (EU), the European Institutions engage an open, transparent and regular dialogue with representative associations and the civil society. Therefore the European Parliament and the European Commission have established a common Transparency Register.

It is expected, that all organizations or individuals attempting to influence policy making or implementation of the EU institutions should be registered. For that reason the CEBP had been registered in December and will now receive information from the European Commission about EU-projects of all policy sectors at regular intervals.
5. NBOV: never a dull moment

The Dutch Association for Craft Bakeries and Confectioners (NBOV) looks after the interest of about 1.250 members. “Never a dull moment”, according to Jos den Otter, NBOV-president and craft confectioner, when he speaks about his association.

Den Otter considers himself a happy president. “With a team of 17 skilled employees and a board of 6 members, we are busy with issues, problems and questions on a ‘zillion’ subjects, which cross the road of our members. Together we are looking for solutions and we are daily working on presenting the craft bakery sector to the eye of the public and the customers.”

Contacts

The times that the craft bakers and confectioners could only stick to their profession have passed by long ago. Nowadays there is a new question for every solution and entrepreneurs have to develop their skills in a broad way. Den Otter: “We are helping our members with that. Therefore we maintain our contacts with – amongst others – governmental and educational organizations. But also with members of parliament on a national level and within the EU and with collegues in other branches or abroad. Our portfolio goes from foodsafety to economics, from finance to education and from terms of employment to communication issues. I think it is very important to stay in permanent contact with our members. Therefore we organize a lot of activities and contact moments, as well on location as by e-mails. Every two weeks we publish a special magazine for our members. Furthermore we organize trainings, meetings and professional group sessions for special subjects, like social media, the possibilities of financing and innovations”.

Working together with the CEBP is valuable for the NBOV. “Good contacts within the EU are more necessary than ever. Most of our regulations on – for example – food safety are ‘designed’ in Brussels and if we are not sitting in the front row, decisions have been taken even before we know it”, says Den Otter.

Back to basic

Starting from this year NBOV has introduced an new theme: ‘Back to Basic’. A theme which will be used for a lot of activities, like developing trainings, designing craft flavours and discovering new ways of inspiration. “Every day it is more important for our craft bakers and confectioners to make a difference to the retail. Supermarkets are improving their products and the craft sector cannot win the game on prices, but only on quality, hospitality and excellent sales. Speaking the language of the customer and knowing how to please and ‘pamper’ him/her is our most unique selling point. That will be the future of our craft sector.”

See you all soon,
Jos den Otter, President NBOV
### Events

<table>
<thead>
<tr>
<th>Country/Association</th>
<th>Event:</th>
<th>Date:</th>
<th>Place:</th>
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</thead>
<tbody>
<tr>
<td>Austria</td>
<td>16. International Bread Competition</td>
<td>9th–11th April 2013</td>
<td>Wels</td>
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<tr>
<td>Austria</td>
<td>16. Baker Competition</td>
<td>27th–30th April 2013</td>
<td>Wels</td>
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<td>Austria</td>
<td>Austrian Committee Meeting</td>
<td>14th May 2013</td>
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<td>Austria</td>
<td>Austrian Board Meeting</td>
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<td>Austria</td>
<td>Austrian apprentice competition baker</td>
<td>16th–17th June 2013</td>
<td>Gleinstätten</td>
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<tr>
<td>Austria</td>
<td>Night of enjoyment</td>
<td>12th September 2013</td>
<td>In every province</td>
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<tr>
<td>CEBP</td>
<td>Board Meeting</td>
<td>6th May 2013</td>
<td>Brussels</td>
</tr>
<tr>
<td>CEBP</td>
<td>Board Meeting</td>
<td>18th June 2013</td>
<td>Brussels</td>
</tr>
<tr>
<td>CEBP</td>
<td>Parliamentary evening</td>
<td>18th June 2013</td>
<td>Brussels</td>
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<tr>
<td>CEBP</td>
<td>General Assembly</td>
<td>19th June 2013</td>
<td>Brussels</td>
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<tr>
<td>Denmark</td>
<td>Scandinavian Bakery Fair</td>
<td>26th–27th May 2013</td>
<td>Copenhagen</td>
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<tr>
<td>Denmark</td>
<td>43. International Competition for Young Bakers</td>
<td>11th–14th November 2013</td>
<td>Odense</td>
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<tr>
<td>France</td>
<td>Fete du Pain</td>
<td>7th May 2013</td>
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<tr>
<td>France</td>
<td>General Assembly</td>
<td>24th June 2013</td>
<td></td>
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<tr>
<td>France</td>
<td>Univers Boulangerie</td>
<td>13th–14th October 2013</td>
<td>Paris</td>
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<tr>
<td>Germany</td>
<td>Parliamentary evening</td>
<td>22nd April 2013</td>
<td>Berlin</td>
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<tr>
<td>Germany</td>
<td>Day of the German Bread</td>
<td>12th June 2013</td>
<td>Berlin</td>
</tr>
<tr>
<td>Germany</td>
<td>General Assembly</td>
<td>22nd–24th September 2013</td>
<td>Saarbrücken</td>
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</tbody>
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**Contact/imprint**

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