

Joint Press Release by SAFE Food Advocacy Europe, ADOC and InfoCons

Launch of the Online Platform: Empowering Consumer Organisations: Towards a harmonised approach tackling dual quality in food products

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*The partners of the **ECO-Empowering Consumer Organisations project** are proud to present the launch of the website and online platform of their common EU-project on Dual Food Quality which can be consulted at www.fightdualfood.eu. To stay up to date on the evolution of the project, please don't hesitate to follow the project on both Twitter and Facebook under @FightDualFood.*

Consumers from a number of EU countries have complained that the composition of certain products, is different in their home country when compared to products sold under the same brand and with the same or very similar packaging in other Member States. [The ECO- Empowering Consumer Organisations project](#) was created in order to tackle this issue of dual food quality. Together with 3 partners from Italy, Romania and Belgium [training materials](#) were developed, enabling European consumer organisations to test product quality and identify potentially misleading branding strategies or information on the packaging.

This newly launched project website provides the chance for the project consortium to disseminate its created Training Materials aimed at empowering consumer organisations throughout Europe on the topic of Dual Food Quality. Indeed, the project website includes both information about the objectives and activities of the ECO project and hosts the interactive platform which will gather results from an EU wide testing campaign on food products to study whether a great number of food products available on the EU markets are identically branded but contain different ingredients or nutritional values and therefore present possible cases of dual food quality. The platform allows the user to sort the testing results according to the name of the product, the product type or the country from which the data was collected. The products are presented in a clear and visual way, providing information on the Front of Pack, the ingredients, the nutritional values, the QUID values. The used methodology, the results and the conclusion drawn by the consortium are also included. Finally, the consortium will contact the brand owners to clarify any possible cases where doubts of dual quality arise, a separate field for providing these comments is also available for each product.

The Project Consortium is very proud to present this tool which will allow European Consumer organisations to learn more about this important issue and how to tackle it themselves. The platform will serve as a good tool to collect data from all over Europe and thus obtain a better vision of the state of the issue in the EU.



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