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About CERERE:

Through a balanced, multi-actor network of researchers and communities of practitioners, the project promotes innovation by producing and disseminating accessible end-user materials and training products for farmers, food manufacturers, consumers, researchers and policy makers.

THE PIANESIANA LABEL: A SET OF ADDITIONAL INFORMATION WHICH FACILITATES THE FULL KNOWLEDGE OF THE PRODUCT'S QUALITY AND ITS ENVIRONMENTAL IMPACT OVER THE SUPPLY CHAIN.

PROBLEM

The labelling of food products should be based on meeting the need for transparency and accuracy of information presented to consumers, as required by EU Regulation No. 1169/2011.

In the case of more innovative products, the obligatory information, often, it does not assure that consumers are provided with a global picture about their sustainability, the breakdown of the production phases and the intangible values that characterize the product over the supply chain.

SOLUTION

Aiming at guarantee greater attention to consumer health and to the right to accurate information, a more complete and transparent labelling system was proposed in the early 1980s, later named the Transparent Pianesian Label (ETP in Italian). The system completes the obligatory information required by current law, simplifying investigation into fraud in food production, raising consumer awareness about the sustainability of their food habits and encouraging producers to clearly state what they produce and where their raw materials come from.

Outcomes

The ETP system provides the most important information on the product's origin, their characteristics and resources needed during the processing (origin and crops production, method of each ingredient, quantity of water used, type of energy utilised, quantity of CO₂ produced, etc.) as well as all the breakdown of the values shared along the supply chain (including the purchase price of raw materials at origin).

Practical Recommendation

The Transparent Pianesian Label is currently utilised into organic and biodynamic markets as well as in those of macrobiotic products, by about 1200 companies, including operators in the food sector.

HO BISOGNO DI UN FILE IMMAGINE IN ALTA RISOLUZIONE



Evaluation and sharing of the results

Use the comment section on the CERERE website to share your experiences with other farmers, processors, retailers, advisors and scientists. If you have any questions concerning this Practice Abstract, please contact the author by e-mail.

Project partners

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 Institut Technique de l'Agriculture Biologique (*France*),
 The University of Debreceni (*Hungary*).

Further Information

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/EN/TXT/HTML/?uri=CELEX:32011R1169&from=EN>

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