

## Fairness – general information

You are responsible for not misleading your guests when selling unpackaged food over the counter or serving food in a restaurant or café. It is important that the information on your menus and signs match what you really serve.

### Why is it important to have the right information?

It is misleading for the guests, if you as a food business serve something else than what is on the menu. Not only is it misleading for the customer but it can be a potential health hazard for an individual with allergies for example, if a cheese is incorrectly referred to as feta cheese. Someone who is intolerant to cow's milk protein but can eat sheep's and goat's milk can become very ill if they are served cheese made of cow's milk instead of as advertised feta cheese.

Some people might be willing to pay more for a product that meets certain quality requirements or is, for example, organic, halal slaughtered or similar. If a product is said to meet certain quality requirements, the customer should always be able to rely on it.

### Pay attention to the following labels

**Organic:** All packages containing organic food must be labelled with the Euro leaf. The fact that a product is organic must be stated on the package, outer packaging and/or even on the delivery note.



The EU organic logo (Euro Leaf)

**The KRAV-label:** The KRAV-label shows that a product is organically produced with extra high demands on animal welfare, health, social responsibility and carbon footprint.

**Swedish origin:** Swedish origin may also be in regard of a specific farm or geographic region in Sweden (for example pig from Gotland, sausage from Småland)

## Protected designations

Some products, like feta cheese and Serrano ham, are protected designations. This means that only products that meet certain requirements regarding origin and production methods may be called feta cheese and Serrano ham respectively.

There is a system for protected designations within the EU that covers three levels



### Protected designation of origins (PDO)

Production, processing and preparation of the product must take place in a given geographical area. Parma ham, parmesan cheese and feta cheese are examples of foods protected with the PDO mark.



### Protected geographical indications (PGI)

Either production, processing or preparation of the product must take place in the defined geographic area. The products don't need to come from the region. Svecia, gruyère, Scharzwald ham and brown beans from Öland are examples of foods protected with the PGI mark.



### Traditional speciality guaranteed (TSG)

Only the recipe itself is protected. Examples include falukorv, mozzarella and serrano ham (Jamón Serrano).

You can read more about quality labels and the organic logo here [www.livsmedelsverket.se](http://www.livsmedelsverket.se).

## Don't forget!

It is important that you check your deliveries so that you really get the products you ordered. Suppliers can make mistakes. The correct name of the product must appear on the food packaging and it is this name that must be transferred to menus and signs. If you change the ingredients of a food, make sure you also update your ingredients information on menus and signs and inform your staff. If you don't update your menus – make sure you give your customers the right information.

## Further information:

If you have questions don't hesitate to contact us by calling 08-523 010 00 or by sending an e-mail to [livsmedelskontrollen@sodertalje.se](mailto:livsmedelskontrollen@sodertalje.se)