

Response from CLEAR to Government Food Strategy

CLEAR welcomes labelling proposals in Government Food Strategy and offers to help

The Consortium for Labelling for the Environment, Animal welfare, and Regenerative farming (CLEAR) welcomes the transparency and labelling-related proposals in the recently launched Government Food Strategy and is keen to find ways of working with Government to achieve its aims.

“CLEAR welcomes the Government’s desire to see greater transparency in food labelling,” says Fidelity Weston, chair of CLEAR. “We can offer expertise and knowledge from within our 40 members to help achieve meaningful change.”

“We particularly agree with the Government’s view that the general public can be a positive force for food system change through their buying choices, but only if they are given the opportunity to do so via meaningful and honest labelling.”

Other aspects in the document welcomed by CLEAR are:

- Mandating the methodology and principles that must underpin eco labels or claims about the sustainability of products
- Consulting on mandating corporate reporting on health, sustainability and animal welfare by companies which produce and sell food and drink
- The formation of a cross-body Food Data Transparency Partnership
- Recognition that primary or secondary legislation may be needed to deliver transformative and effective policies

“CLEAR sees transparent and honest labelling as a prerequisite to allow the public to make informed food choices and incentivise the industry to produce healthier, more ethical and sustainable food,” says Ms Weston.

“In particular we believe that method-of-production data should be integral to future labelling, as this will give consumers crucial social, ecological and animal welfare information about the origins of the food they are buying.”