

FEFANA Code of Practice on voluntary labelling particulars (claims) for feed additives and premixtures

Regulation (EC) No 767/2009 on the placing on the market and use of feed foresees the development of two Community Codes of **good labelling practice**: one for pet food and one for compound feed for food producing animals. The EU Commission recognizes that such Codes could be a useful means of achieving the objectives of modern labelling; they should lay down provisions that enable the purchaser to make informed choices and that support control authorities in applying a harmonized approach. While such an instrument is not envisioned in Regulation (EC) No 1831/2003 on feed additives and premixtures, **claims** in this sector are **common practice**. In order to ensure alignment and a harmonised approach for both Feed Business Operators (FBOs) and authorities, FEFANA has decided to develop the [EU Code of Practice on voluntary labelling particulars \(claims\) for feed additives and premixtures](#).

1. FEFANA Code of Practice

The term “claim” is neither defined nor mentioned in Regulation (EC) No 1831/2003 on feed additives and premixtures. Nevertheless, it is used throughout Commission Regulation (EC) No 429/2008, when referring to “the ‘claimed’ function” declared by the applicant. In this regulatory context, FEFANA found it appropriate to develop a specific Code of Practice aiming at harmonizing the approach and criteria for the use of claims - referred in the Code as “voluntary labelling particulars” - for products under the scope of these regulations.

FEFANA believes that a common understanding of the use, phrasing and substantiation of claims will create a sound regulatory environment allowing for fair marketing practices, ensuring predictability and supporting innovation across the European feed sector. On the other hand, it will also facilitate the work of national competent authorities performing official controls preventing detrimental disputes.

2. The process

The FEFANA Code of Practice (CoP) was originally developed by a task force, which further evolved into an expert group, due to the significant and growing interest from FEFANA members to contribute to this document.

The approach was mainly based on Article 13 of Regulation (EC) No 767/2009 on the placing on the market and use of feed that has introduced the possibility of *claims* under certain conditions, but without the need for a pre-market approval. Although the article is limited to feed materials and compound feed, it does allow claiming on specificities of its ingredients:

“The labelling and the presentation of feed materials and compound feed may draw particular attention to the presence or the absence of a substance in the feed, to a specific nutritional characteristic or process or to a specific function related to any of these...”.

Since organisations of Feed Business Operators, such as associations or federations, are encouraged by legislators to develop and establish codes of practices for compound feed,

FEFANA has sought to ensure as much as possible alignment along the European feed sector. The “[Code of good practice for the labelling of compound feed for food producing animals](#)” developed jointly by FEFAC and Copa-Cogeca, and the “[Code of good labelling practice for pet food](#)”, developed by FEDIAF, were taken into account while developing the FEFANA Code, in order to guarantee complementarity.

The aim of the FEFANA Code is to lay down the general principles on voluntary labelling particulars and provide recommendations on the level and type of substantiation required to support the claimed effect or characteristic of a product. Such level of substantiation will depend on whether a claim is related to the principal authorised function of an additive or whether the claim is an effect associated to that function.

We believe that this code is also providing guidance and support to companies’ internal discussions on marketing strategies and regulatory restrictions. Applying the criteria described in this document shall allow:

- improving the appropriateness of claims related to specialty feed ingredients and their mixtures;
- a common understanding with regard to the criteria applicable to voluntary labelling;

FEFANA encourages its members and interested bodies to share and apply the FEFANA EU Code of practice on voluntary labelling particulars (claims) for feed additives and premixtures, which can be found on a [dedicated page](#) on its website.

EU CODE OF PRACTICE ON VOLUNTARY LABELLING PARTICULARS (CLAIMS) FOR FEED ADDITIVES AND PREMIXTURES

