

British food labelling

Dear Colleague

Environment Secretary Steve Barclay yesterday announced measures to improve transparency in food labelling and make sure high-quality British food stands out from the crowd.

The plans, announced at the Oxford Farming Conference, will empower consumers to make informed decisions at the supermarket shelf and online, while backing British farmers producing food to world-leading standards of taste, quality and animal welfare.

The plans include a consultation on proposals to make food labelling clearer, such as highlighting when imported products do not meet UK welfare standards, and help ensure food produced to the highest standards is consistently labelled. The Environment Secretary will also speak with major online retailers to identify ways to better support online customers to understand the origin of their food products at the point of purchase, including the option of a Buy British Button.

Please click the following link to find more information on the measures, and to read comments from the Environment Secretary: [DEFRA News: UK Farming Schemes upgrade and Food Labelling announcements today \(4/1/24\) \(cloud.microsoft\)](#)