



- Schweizerischer Verband für alternative Proteinquellen
- Association Suisse pour des sources alternatives de protéines
- Associazione Svizzera per fonti alternative di proteina

www.swissproteinassociation.ch

Positionpaper: Transparent and clear information for consumers about alternatives to food from animal origin!

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Our attitude at its core:

Foods made from or containing alternative proteins must be **easily recognisable**. The designation and presentation of the products should neither mislead nor discourage consumers from buying them. The information should enable consumers to **make a conscious choice of a food product and to use it appropriately**. This also includes information with **references to similar products from animal origin**.

Our principles:

Consumers choose food products made from or containing alternative proteins also to reduce the consumption of foods from animal origin without having to make major changes to their behavioural patterns or dietary habits.

- Many alternative products are designed and marketed in such a way that they can and should **replace the animal food product** in a meal.
- This makes it easier for consumers to **integrate** alternative products into their **personal diet** and thus to make the transition to a plant-based and more sustainable diet.

Our positions:

Consumers should be **informed transparently and clearly**. Deception must be avoided at all costs.

- The principle of the **prohibition of deception** applies.
- The existing legal basis for informing consumers is sufficient.
- Products must be clearly and unambiguously labelled as vegan/vegetarian alternatives to the corresponding food of animal origin.
- Precise information about the type of alternative protein source can provide additional support.
- Information on the use of the food, including information based on known similar animal products, is required if this serves the **safety and acceptability** of the products.

Consumers should be able to understand from the name and presentation of the product **which animal product is being replaced** by the alternative product.

- A reference to animal products similar in use must be possible (e.g. "veggie sausage") if this serves to provide better information or safe use.

- It must also be possible to distinguish them from existing animal products, provided that this contributes to increased transparency without disparagement (e.g. "vegetable tuna", "This is not milk").

Alternative protein sources are **new innovative products**. **Comparison with existing animal foods** on the basis of ingredients or nutritional values **promotes consumer understanding**.

- Comparison of and information on nutritional values are necessary so that consumers can make an **informed choice** as to whether an alternative product can replace the animal product.
- For a comparison of nutritional values, transparent information on e.g. the source of proteins, the profile of proteins, the critical other nutrients is important. It should be possible to indicate this information in a simple manner (e.g. with a "score").