

APPENDIX III**PROPOSED DRAFT GUIDELINES ON THE PROVISION OF FOOD INFORMATION FOR
PREPACKAGED FOODS OFFERED VIA E-COMMERCE****(FOR ADOPTION AT STEP 5)****1. PURPOSE**

1.1 The purpose of these guidelines is to ensure consumers buying prepackaged foods via e-commerce have the information needed to make informed choices, similar to the information they would find on the physical label of the food. [It also aims to provide additional provisions that should be used specifically when food is offered for sale via e-commerce, as outlined in Section 5, to address the specific complexities of product information e-pages.]

2. SCOPE

2.1 These guidelines apply to the food information required, or provided voluntarily, that is displayed on the product information e-page for prepackaged foods offered for sale via e-commerce, and to certain aspects relating to the presentation thereof.

2.2 They do not apply to information that is required on the label of prepackaged foods at the point of delivery as set out in the *General Standard for Labelling of Pre-packaged Foods* (CXS 1-1985).

3. DEFINITIONS

The following terms shall be used in conjunction with Section 2 of the *General Standard for Labelling of Pre-packaged Foods* (CXS 1-1985) for the purposes of applying this text.

“*At the point of delivery*” means the moment when consumers receive prepackaged food.

“e-commerce” “The production, distribution, marketing, sale or delivery of goods and services by electronic means as applicable to foods.”

“*Food information*” means the information that is the subject of a Codex text about a prepackaged food.

“*Minimum durability*” means the period (e.g. in hours, days, months etc.) between the point of delivery or agreed date for collection in-store and the best before or use-by date, as applicable.]

“*Prior to the point of e-commerce sale*” means provided before consumers commit to ordering and purchasing the food.

“*Product information e-page*” means the virtual space on any consumer-facing transactional electronic platform, which is intended to facilitate informed e-commerce sale.

4. GENERAL PRINCIPLES

The general principles in Section 3 of the *General Standard for the Labelling of Pre-Packaged Foods* (CXS 1-1985) are applicable to food information shown on the product information e-page of the prepackaged food that is being offered for sale.

5. FOOD INFORMATION PRINCIPLES

5.1 The food information required to be provided on the label of a prepackaged food or in associated labelling, shall be provided on the product information e-page of the prepackaged food prior to the point of e-commerce sale, except to the extent otherwise expressly provided in these guidelines, or any other Codex text.

This includes the following food information indicated in/by:

- Section 4 and Section 5 of the *GSLPF* (CXS 1-1985) except information required by 4.6 and 4.7.1; [An indication of the [minimum durability]/[expiry date/best before date/best quality before date/use-by date/expiration date] of the prepackaged food is encouraged to be provided.]
- Section 3 of the *Guidelines on Nutrition Labelling* (CXG 2-1985);
- Any other relevant Codex text.

5.2 A statement shall appear on the product information e-page prior to the point of e-commerce sale to direct the consumer to check the food information on the physical label before consumption.

[5.3] A competent authority may require that the labelling exemption of small units outlined in Section 6 of the *General Standard for Labelling of Pre-packaged Foods* (CXS 1-1985) should apply in an e-commerce context within their national boundaries.]

[Food business operators are encouraged to provide additional information which is otherwise exempted for

small packages]

[5.4 The information on the prepackaged foods offered for sale in ecommerce shall be provided without any costs for the consumer.]

6. OPTIONAL FOOD INFORMATION PRIOR TO THE POINT OF E-COMMERCE SALE

Section 7 of the *General Standard for Labelling of Pre-packaged Foods* (CXS 1-1985) is applicable to food information shown to consumers on the product information e-page for the prepackaged food that is being offered for sale.

7. PRESENTATION OF MANDATORY FOOD INFORMATION

7.1 Food information required by these guidelines shall be clear, prominent and readily legible by the consumer under normal settings and conditions of use for a product information e-page.

7.2 The language or languages on a product information e-page shall be suitable to the consumer in the country in which the food is marketed and to which it may be delivered.