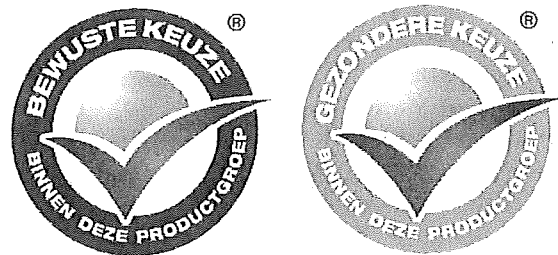

The Netherlands

Healthy Choice Logo Approved in the Netherlands

The European Committee has approved the Dutch “*Vinkje*” (tick pictogram): a logo that helps consumers make healthier choices in food. The Dutch government now admits this logo only for healthier food choices: There are two logo types:



The blue logo (left) marks a *conscious* choice within a product range (e.g. less fat, salt, or sugar in comparison to other products). The green logo (right) marks a *healthier* choice within a product range.

Dutch consumers are already familiar with these logos because many brands used these signs before the official approval. With the authorities' acknowledgement, this method to inform consumers can be better harmonized, which makes this information clearer and more trustworthy for everyone.

The Dutch Commodities Act (“*Warenwet*”) provided the option to introduce such a logo, but until recently this was left a blank spot. We expect now that the logo is officially approved, more brands will start to develop new products or to improve existing products in a way they can use the blue or green logo. A very positive development!

*Ebba Hoogenraad and
Christine Fontaine
Hoogenraad & Haak advocaten
www.hoogenhaak.nl*