

Traffic-light labelling influence upon Mediterranean diet products**Martina Vaccari**
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The Mediterranean diet has been designated as part of the intangible cultural heritage of humanity by UNESCO. It has a competence, knowledge, rituals and traditions-based approach that goes from the landscape to the table in the Mediterranean countries. The new traffic-light labelling system, firstly used by the United Kingdom and France, puts the focus of the consumer on some aspects relating to nutritional content of food products, discriminating certain categories. The purpose of the author's contribution is to tackle the difficulty in the understanding of the new labelling system that could mislead consumers, categorize some products subject to rigid product specification (ex. Parmesan cheese PDO – Protected Designation of Origin) like unsafe and consequently harmful to health. This contribution can provide a starting point for an interesting reflection on how labelling could make some food products result like “enemies” for consumers.

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