



Freedom of Choice – Only with Transparency
Jörg Rohwedder – Brussels – 17.11.2022

Consumer Bill of Rights - 1962

Helen Nelson
1913 - 2005



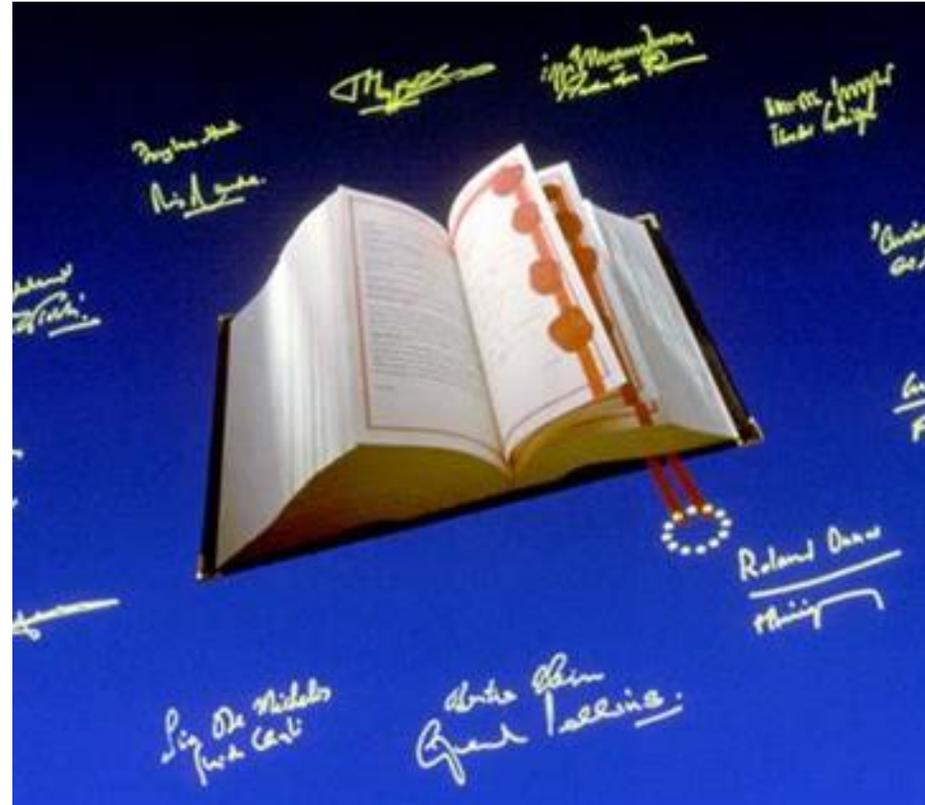
Maastricht Treaty - 1992

Consumer Bill of Rights

- Right to Safety
- Right to Choice
- Right to Transparency
- Right to be Heard

Now Article 169 TFEU

- Economic interests



Credit: [Slideserve](#)

Mad Cow Disease

Good Food Law

- Precautionary Principle
- Traceability

EFSA



Credit: [CBC News, Canada](#)

Freedom of Choice

Choice needs

- Supply of goods to choose from
- Information/knowledge



Credit: [Daily Times](#)

Product and Process



Credit: [CreativeSafetySupply.com](https://www.creativesafety.com)

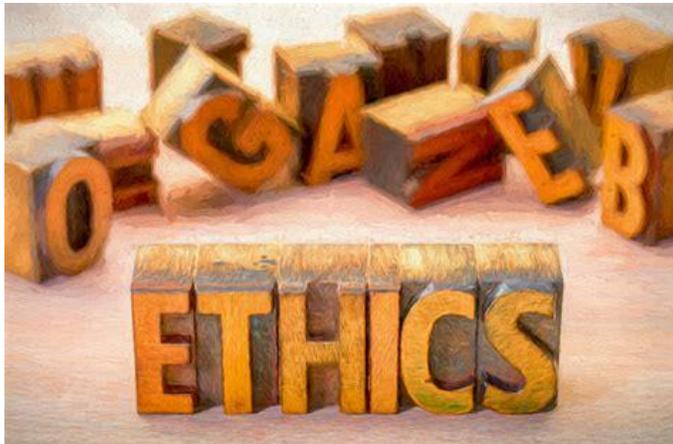
Science and Ethics

Science based

- Hazard for my health
- Hazard for common goods



Credit: [biotium.com](https://www.biotium.com)



Credit: [istockphoto.com](https://www.istockphoto.com)

- No child labour
- No slavery
- No animal cruelty

Our Demand: Full transparency



Only transparency allows freedom of choice!

Thanks!

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