

tails concerning the ingredients used in meal preparation, which are unpleasant and time consuming for both sides, are no longer necessary.

- The intolerance to egg- and dairy products belongs to the most frequent allergy problem in foods. For people suffering from allergies the V-label offers important assistance. Regarding V-label products, they need no longer be afraid of hidden animal additives because the staff has been carefully trained and all meals are properly labelled.

Where can I find the V-label?

More and more companies and restaurants have taken the decision to have the V-label mark on their products. The current list of restaurants and products can be found on www.v-label.info, for example the meat-replacement meals from Cornatur, products from the Vegusto brand, some products from Anna's Best-Linie and many Migros restaurants among others.

Award of the Label and Control

The award and control of the V-label is organized by the respective national vegetarian organisations, under the supervision of the European Vegetarian Union. The addresses of EVU member organisations are listed on the V-label-homepage. If you want to find out more, please contact EVU directly under label@v-label.info.

The V-label-homepage: www.v-label.info

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It isn't always obvious whether a dish is really free of animal products. The V-label makes it clear.

MIGROS
Restaurant
www.migros.ch



Monitored vegetarian buffets in Migros restaurants.



Retail products with the V-label.

Did you know that some fruit juices are manufactured using gelatine?

Or that cheese is often produced using rennet, which stems from a calf's stomach?

Look out for the European Vegetarian Label: The only way to guarantee that a product is truly vegetarian.



www.v-label.info

V-Label

... a Declaration Milestone



European Vegetarian Union (EVU)

At least one can be sure of the food labelling of vegetarian and vegan products. Compliance with the requirements of this international vegetarian label will be strictly controlled by independent vegetarian organisations. In Europe the label is coordinated by the European Vegetarian Union.

What is the V-label?

The V-label acts as the distinctive symbol of vegetarian products and vegetarian meals in restaurants.

The products, or meals, must conform to the internationally recognised criteria of the European Vegetarian Union (EVU). The granting of the label and its control is undertaken by an independent vegetarian organisation in the respective country. Every food company with vegetarian products in its range, or every restaurant with a sufficiently large choice of vegetarian meals on its menu, can request the V-label from the relevant organisation. Companies not yet meeting the criteria can get advice from the SVV on how to broaden their vegetarian choices.

Who is the label for?

The label helps all vegetarians (from ovo-lacto vegetarians to vegans) through its clear definition.

However, it is also a great help for people with health problems who must avoid certain animal products: allergies to foodstuffs, lactose intolerance, cholesterol etc.

A similar large group are those who want to avoid certain foods for religious reasons (i.e Muslims and Hindus) and, of course, all other people who wish to eat something that is really vegetarian.

Who needs this label?

Those who live a vegetarian lifestyle or who are nutrition-conscious are forced to laboriously study the ingredients listed in small print on the back of packets every time they go shopping.

Even then it gives them no guarantee that the product actually is vegetarian or vegan because of the insufficiency of the information about the ingredients.

In many restaurants, ordering a vegetarian dish is also a

question of luck and trust, as it is impossible to determine what ingredients are used in the preparation of a meal (for example stock, lard etc.). Both of these problems will be addressed and solved by the use of this clear and highly visible label.

Why isn't the list of ingredients sufficient?

In ready-made meals it is not usually immediately obvious if, for example, beef stock or other animal fat is part of the ingredients. It takes a certain amount of knowledge and experience to be able to read a list of ingredients correctly and many consumers often find the specialised jargon and E numbers unintelligible.

In addition, for many reasons, it is not compulsory for the companies to list all the animal ingredients, for example the use of rennet in cheese production, or gelatine in vinegar or in fruit juice production.

Even when you try to get as much information as possible from the manufacturer, and know your way around food production pretty well, problems still remain, because the ingredients in a product do change without notice.

The V-label simplifies shopping by making it clear at a glance whether the product is classified as vegan or lacto-ovo vegetarian etc.

Criteria

For Products

- Food must be produced in a transparent manner by listing all the ingredients to the controlling organisation and immediately inform it of any changes.
- The manufacturing plants must be open to inspection by the controlling organisation.
- The criteria for vegetarian or vegan products must conform to the rules internationally recognised by vegetarian organisations.
- Eggs from battery hens are forbidden.
- GM products (products made from genetically modified ingredients) will not be entitled to the V-label.

In Restaurants

- Companies who receive the V-label must at least offer one dish which is changed on a daily basis (menu of the day) and two further dishes, which satisfy the requirements.

- The staff must be properly trained and the label must be clearly visible.
- Spot checks must be allowed.

What kinds of V-label are available?

The V-label will assign the following 4 categories:

- Ovo-lacto vegetarian (with eggs and milk)
- Ovo-vegetarian (with eggs, without milk)
- Lacto-vegetarian (with milk, without eggs)
- Vegan (without any animal products whatsoever).

The label can appear in any of the variations illustrated at the right, whereby the category (ovo-lacto vegetarian, vegan etc.) must be printed as additional text. The label category must be clearly visible. The type of label along with the additional text is mandatory for product packaging.

Of course, all the categories follow the same strict rules regarding animal products. Under milk and eggs also the by-products are understood (whey, egg protein, egg lecithin, lactose, albumin etc.). In addition honey is forbidden in the vegan category.

The classification of these four categories is internationally consistent.



How does the label help consumers?

In Products

- At first glance one can see whether the product contains any trace of slaughter products and it also shows if any other animal product is present (milk, eggs, honey).
- No more time is spent on laboriously reading the small print of the list of ingredients.
- Independent controls guarantee security.

In Restaurants

- The label is a guarantee that the meals are as described.
- When entering a restaurant which displays the label, it will be immediately obvious that the menu will contain meals suitable for vegetarians.
- Spot control checks of the businesses mean that customers can rest assured that the stringent controls are continually being made.
- The tiresome analysis, and the request for further de-