

DRAFT for a new REGULATION

on the use of the Keyhole label in the marketing of foodstuffs

Article 1

Scope

This Regulation applies to voluntary labelling and presentation of foods with the Keyhole. The Keyhole label is based on nutritional criteria relating to the content of fat, sugars, salt and dietary fibre in the food groups listed in annex 2.

Article 2

Definitions

This regulation defines the following:

- a) Fat as defined in the Regulation (EU) No 1169/2011 of the European Parliament and of the Council on the provision of food information to consumers.
- b) Spreadable fats and spreadable fats blends as covered and defined in Council Regulation (EU) No 1308/2013 establishing a common organisation of the markets in agricultural products.
- c) Pre-packed food as defined in the Regulation (EU) No 1169/2011 of the European Parliament and of the Council on the provision of food information to consumers.
- d) Gluten-free as defined in regulation No 1177/2011.
- e) Wholegrain (ground whole meal flour) is defined in this regulation as the entire grain including husk, germ, and bran. The grain can be crushed, ground or the like, but the component parts must be included in the same proportion as the respective cereal. The definition of wholegrain covers the following cereals: Wheat, spelt, rye, oat, barley, maize, rice, millet, durra and other sorghum species.
- f) Meat as defined in point (f), paragraph 1 of Art. 2 of the Regulation (EU) No 1169/2011 of the European Parliament and of the Council on the provision of food information to consumers.
- g) Foods specially intended for children under three years of age as defined in regulation No 708/2009.
- h) Saturates, as defined in the Regulation (EU) No 1169/2011 of the European Parliament and of the Council on the provision of food information to consumers.
- i) Novel foods as defined in the Regulation (EC) No 258/97 of the European Parliament and of the Council concerning novel foods and novel food ingredients.
- j) Nutritional declarations as defined in the Regulation (EU) No 1169/2011 of the European Parliament and of the Council on the provision of food information to consumers.
- k) Fishery products, prepared fishery products and live bivalve molluscs as defined in regulation No 104/2010.
- l) Phytosterols, phytosterol esters, phytostanols and phytostanol esters as defined in the Regulation (EU) No 1169/2011 of the European Parliament and of the Council on the provision of food information to consumers.
- m) Salt as defined in the Regulation (EU) No 1169/2011 of the European Parliament and of the Council on the provision of food information to consumers.

- n) Sugars as defined in the Regulation (EU) No 1169/2011 of the European Parliament and of the Council on the provision of food information to consumers.
- o) Trans-fatty acids as defined in the Regulation (EU) No 1169/2011 of the European Parliament and of the Council on the provision of food information to consumers.
- p) Fibre as defined in the Regulation (EU) No 1169/2011 of the European Parliament and of the Council on the provision of food information to consumers.
- q) Processed and unprocessed products as defined in regulation No 103/2010.
- r) Added flavour is defined in this regulation as the addition of flavourings or food ingredients with flavouring properties as defined in regulation No 980/2011.
- s) Added sugars is defined in this regulation as all mono- and disaccharides added during the production of foods. Naturally-occurring sugars found in honey, syrups, fruit juices and fruit concentrates are also covered.

Article 3

Design of the Keyhole label

The graphic design of the Keyhole label is as shown in Annex 1. The Keyhole label shall be followed by the symbol ®; it may be represented in either green or black.

Article 4

Foods that can be labelled with the Keyhole

The Keyhole can be used for labelling and presentation of foods that fulfill all the conditions for that food group, cf. Annex 2.

The Keyhole can be used on:

- Pre-packed foods listed in Annex 2 and
- Non-pre-packed foods that belong to the following groups:
 - unprocessed vegetables etc. (food group 1)
 - fruits and berries (food group 2)
 - bread (food groups 8 a and 8 b)
 - crispbread (food group 9)
 - cheeses, except fresh cheese (food group 16)
 - vegetable alternatives to cheeses (food group 17)
 - fishery products (food group 21)
 - meat (food group 23)

The Keyhole cannot be used for:

Foods with the following ingredients added:

- sweeteners (additives)
- approved novel foods and novel food ingredients with sweetening properties
- phytosterols, phytosterol esters, phytostanols or phytostanol esters

Foods specially intended for children under 3 years cannot be labelled or presented with the Keyhole.

Article 5

Requirement for information for non-pre-packed foods

If the Keyhole is used for the presentation of the following non-pre-packed foods belonging to the following groups:

- bread (food groups 8a and 8b)
- crispbread (food group 9)
- cheeses, except fresh cheese (food group 16)
- vegetable alternatives to cheeses (food group 17)
- meat (food group 23)

Then the business must upon request be able to give information regarding the basis for the use of the Keyhole.

Article 6

General conditions

The following conditions shall apply when labelling foods with the Keyhole:

- a) Foodstuffs carrying the Keyhole label may not contain trans-fatty acids in a proportion exceeding 2 g per 100 g of total fat content, cf. regulation No 1045/2010.
- b) Fat, sugars or salt can only be added in the food groups in which there are laid down conditions in annex 2 for fat, sugars or salt. These nutrients may nevertheless be added to foods in other food groups, only at the lowest level necessary to achieve the desired effect.

Article 7

Responsibility of business operators

Food businesses that use the Keyhole label shall ensure that this use complies with the provisions of this Regulation. Any use of the Keyhole label for marketing purposes must be clear and must not be misleading or deceptive for consumers.

Article 8

Official controls and fees

The Food and Veterinary Authority as well as local health inspection authorities, under the supervision of the Authority, shall carry out controls to ensure compliance with the provisions of this Regulation in accordance with Articles 6 and 22 of the Foodstuffs Act, No 93/1995, as amended.

At the request of a control entity the food business operator concerned shall submit the results of accredited tests confirming that the use of the label complies with the relevant conditions of annex 2.

Food businesses shall pay a fee to cover the cost of official controls pursuant to this Regulation, in accordance with Article 25 of the Foodstuffs Act, No 93/1995, as amended. This shall also apply to the testing of samples taken during official controls.

Article 9

Coercive measures and penalties

Infringements of the provisions of this Regulation shall be dealt with pursuant to Articles 30, 30a to 30e, and 31 of the Foodstuffs Act, No 93/1995, as amended.

Article 10

Legal basis, entry into force and repeal of other regulations

The present Regulation is issued pursuant to Articles 18b and 31a of the Foodstuffs Act, No 93/1995, as amended.

This Regulation enters into force from xx. January 2015.

At the same time regulation No 999/2013 is repealed.

Transitional measures

Notwithstanding the entry into force of this Regulation production and labeling of food products in accordance with regulation No 999/2013 is permitted until 1 July 2016.

Food products which are produced and labelled in accordance with provisions of regulation No 999/2013 may be marketed until stocks are exhausted.

Ministry of Industries and Innovation, XX.XX.2014.

ANNEX 1

Graphic design of the Keyhole label:



ANNEX 2

Food product groups that can be labeled with the Keyhole and conditions applicable to individual group:

Food group	Conditions
Vegetables, fruit, berries and nuts	
<p>1 Vegetables, root vegetables, legumes (except peanuts) and potatoes. The products can be processed.</p> <p>Unprocessed herbs are also covered.</p>	<ul style="list-style-type: none"> – added fat, not more than 3 g/100 g – added fat cannot contain more than 20% saturates – added sugars, not more than 1 g/100 g – salt, not more than 0,5 g/100 g
<p>2 Unprocessed fruits and berries. The products can also be heat-treated.</p>	
<p>3 Unprocessed nuts and peanuts. The products can also be heat-treated.</p>	<ul style="list-style-type: none"> – saturates, not more than 10 g/100 g
Flour, grain and rice	
<p>4 Flour and grain from cereals that contain 100% wholegrain of the product's contents of solids. Bran and germs are also covered.</p>	<ul style="list-style-type: none"> – fibre, not less than 6 g/100 g
<p>5 Rice containing 100% wholegrain of the product's content of solids.</p>	<ul style="list-style-type: none"> – fibre, not less than 3 g/100 g
<p>6 Breakfast cereal and muesli containing at least 55% wholegrain of the product's content of solids.</p> <p>For gluten-free breakfast cereals, the wholegrain requirement is not less than 20% of the product's content of solids.</p>	<ul style="list-style-type: none"> – fat, not more than 8 g/100 g – sugars, not more than 13 g/100 g <ul style="list-style-type: none"> – of which added sugars, not more than 9 g/100 g – fibre, not less than 6 g/100 g – salt, not more than 1,0 g/100 g
Porridge, bread and pasta	
<p>7 Porridge and porridge powder (prepared according to the manufacturer's' instructions) containing not less than 55% wholegrain of the product's content of solids.</p>	<ul style="list-style-type: none"> – fat, not more than 4 g/100 g – sugars, not more than 5 g/100 g – fibre, not less than 1 g/100 g – salt, not more than 0,3 g/100 g <p>The conditions apply to the ready-to-eat product.</p>

<p>8a) Bread and bread mixes where only fluids and/or yeast are added, and that contain not less than 30% wholegrain of the product's content of solids.</p> <p>Products as defined in group 8b) are not covered.</p> <p>For gluten-free bread and bread mixes, the wholegrain requirement is not less than 10 % of the product's content of solids.</p>	<ul style="list-style-type: none"> – fat, not more than 7 g/100 g – sugars, not more than 5 g/100 g – fibre, not less than 5 g/100 g – salt, not more than 1,0 g/100 g <p>The conditions apply to the ready-to-eat product.</p>
<p>8b) Rye bread and other rye-based products plus bread mixes where fluid and/or yeast have to be added, which contain at least 35% wholegrain of the product's content of solids.</p> <p>Not less than 30% of the cereals in the product must be rye.</p>	<ul style="list-style-type: none"> – fat, not more than 7 g/100 g – sugars, not more than 5 g/100 g – fibre, not less than 6 g/100 g – salt, not more than 1,2 g/100 g <p>The conditions apply to the ready-to-eat product.</p>
<p>9 Crispbread and hardtack containing not less than 50 % wholegrain of the product's content of solids.</p> <p>For gluten-free crispbread and hardtack, the wholegrain requirement is not less than 15 % of the product's content of solids.</p>	<ul style="list-style-type: none"> – fat, not more than 7 g/100 g – sugars, not more than 5 g/100 g – fibre, not less than 6 g/100 g – salt, not more than 1,3 g/100 g
<p>10 Pasta (unfilled) containing not less than 50 % wholegrain of the product's content of solids.</p> <p>Gluten-free pasta (unfilled) has no wholegrain requirement.</p>	<ul style="list-style-type: none"> – fibre, not less than 6 g/100 g – salt, not more than 0,1 g/100 g <p>The conditions apply to the solid content of the product.</p>
Milk, fermented dairy products and vegetable alternatives	
<p>11a) Milk and fermented dairy products intended to drink. Products are without added flavour.</p> <p>Corresponding lactose-free products and lactose-free milk drink are also covered.</p>	<ul style="list-style-type: none"> – fat, not more than 0,7 g/100 g
<p>11b) Vegetable products with the same range of uses as products in group 11a).</p>	<ul style="list-style-type: none"> – fat, not more than 1,5 g/100 g – saturates, not more than 33 % of fat content – sugars, not more than 5 g/100 g – salt, not more than 0,1 g/100 g

<p>12a) Fermented dairy products not intended to be drunk. Products are without added flavour.</p> <p>Corresponding lactose-free products are also covered.</p>	<p>– fat, not more than 1,5 g/100 g</p>
<p>12b) Vegetable products with the same range of uses as products in group 12a).</p>	<p>– fat, not more than 1,5 g/100 g – saturates, not more than 33 % of fat content – sugars, not more than 5 g/100 g – salt, not more than 0,1 g/100 g</p>
<p>13a) Fermented dairy products not intended to be drunk. Products are with added flavour.</p> <p>Corresponding lactose-free products are also covered.</p>	<p>– fat, not more than 1,5 g/100 g – added sugars, not more than 4 g/100 g</p>
<p>13b) Vegetable products with the same range of uses as products in group 13a).</p>	<p>– fat, not more than 1,5 g/100 g – saturates, not more than 33 % of fat content – sugars, not more than 8 g/100 g – salt, not more than 0,1 g/100 g</p>
<p>14a) Products that consist of a mix of milk and cream with the same range of uses as cream and similar fermented products. Products are without added flavour.</p> <p>Corresponding lactose-free products are also covered.</p>	<p>– fat, not more than 5 g/100 g</p>
<p>14b) Wholly or partially vegetable products with the same range of uses as products in group 14a). Products are without added flavour.</p>	<p>– fat, not more than 5 g/100 g – saturates, not more than 33 % of fat content – sugars, not more than 5 g/100 g – salt, not more than 0,3 g/100 g</p>
<p>15a) Products that consist of a mix of milk and cream with the same range of uses as cream and similar fermented products. Products are with added flavour.</p> <p>Corresponding lactose-free products are also covered.</p>	<p>– fat, not more than 5 g/100 g – sugars, not more than 5 g/100 g – salt, not more than 0,8 g/100 g</p>

<p>15b) Wholly or partially vegetable products with the same range of uses as products in group 15a). Products are with added flavour.</p>	<ul style="list-style-type: none"> – fat, not more than 5 g/100 g – saturates, not more than 33 % of fat content – sugars, not more than 5 g/100g – salt, not more than 0,8 g/100 g
Cheese and vegetable alternatives	
<p>16 Cheeses, except fresh cheeses in group 18.</p> <p>The products may be flavoured.</p>	<ul style="list-style-type: none"> – fat, not more than 17 g/100 g – salt, not more than 1,6 g/100 g
<p>17 Wholly or partially vegetable products with the same range of uses as products in group 16.</p> <p>The products may be flavoured.</p>	<ul style="list-style-type: none"> – fat, not more than 17 g/100 g – saturates, not more than 20% of fat content – salt, not more than 1,5 g/100 g
<p>18 Fresh cheese and corresponding products.</p> <p>The products may be flavoured.</p>	<ul style="list-style-type: none"> – fat, not more than 5 g/100 g – salt, not more than 0,9 g/100 g – added sugars, not more than 1 g/100 g
Spreadable fats and oils	
<p>19 Spreadable fats and spreadable fat mixes.</p> <p>The products may be flavoured.</p>	<ul style="list-style-type: none"> – fat, not more than 80 g/100 g – saturates, not more than 33 % of fat content – salt, not more than 1,1 g/100 g
<p>20 Spreadable fats oils, liquid spreadable fats and liquid spreadable fat mixes.</p>	<ul style="list-style-type: none"> – saturates, not more than 20% of fat content – salt, not more than 1,0 g/100 g
<i>Fishery products and products derived from fishery products</i>	
<p>21 Fishery products and live bivalve molluscs. The products can be prepared.</p>	
<p>22 Products containing not less than 50% processed fishery products and/or bivalve molluscs.</p> <p>The products can contain sauce or brine. The percentages and conditions apply to that part of the product intended for consumption.</p> <p>They can be breaded, but the preparation stated cannot add fat to the product.</p>	

22a) Products not covered by groups 22 b-d.	<ul style="list-style-type: none"> – other fats than fish fat, not more than 10 g/100 g – sugars, not more than 5 g/100 g – salt, not more than 1,5 g/100 g
22b) Sliced sandwich products.	<ul style="list-style-type: none"> – other fats than fish fat, not more than 10 g/100 g – sugars, not more than 5 g/100 g – salt, not more than 2,5 g/100 g
22c) Smoked or marinated fish.	<ul style="list-style-type: none"> – other fats than fish fat, not more than 10 g/100 g – sugars, not more than 5 g/100 g – salt, not more than 3,0 g/100 g
22d) Caviar and other semi-conserves of fish.	<ul style="list-style-type: none"> – other fats than fish fat, not more than 10 g/100 g – sugars, not more than 5 g/100 g – salt, not more than 3 g/100
Meat, meat preparations and meat products	
23 Unprocessed meat.	– fat, not more than 10 g/100 g
<p>24 Products containing not less than 50% meat.</p> <p>The minimum requirement for meat in liver paste in group 24b) is 35%. The requirement for meat content can be lowered to 40% if not less than 10% of the meat is replaced by a vegetable ingredient with high protein content.</p> <p>The products can contain sauce or brine. The percentages and conditions apply to that part of the product intended for consumption.</p> <p>They can be breaded, but the preparation stated cannot add fat to the product.</p>	
Meat preparations	
<p>24a) Raw products of whole or sliced meat pieces which are (surface) marinated or spiced.</p> <p>- for injection salted products</p>	<ul style="list-style-type: none"> – fat, not more than 10 g/100g – sugars, not more than 3 g/100g – salt, not more than 1,0 g/100 g <ul style="list-style-type: none"> – salt, not more than 0,5 g/100 g
Meat products	

<p>24b) Raw or ready-to-eat products in which ground/minced meat is the main ingredient.</p> <p>- for sausages</p> <p>- for sliced sausages</p> <p>- for ‚karbonadedeig‘ (mincemeat with added water and salt only)</p>	<p>– fat, not more than 10 g/100 g</p> <p>– sugars, not more than 3 g/100g</p> <p>– salt, not more than 1,7 g/100 g</p> <p>– salt, not more than 2,0 g/100 g</p> <p>– salt, not more than 2,2 g/100 g</p> <p>– salt, not more than 1,0 g/100 g</p>
<p>24c) Ready-to-eat or smoked products in which the main ingredient is whole or unsliced meat, and which is not covered by group 24b).</p> <p>- for sliced products</p>	<p>– fat, not more than 10 g/100 g</p> <p>– sugars, not more than 3 g/100g</p> <p>– salt, not more than 2,0 g/100 g</p> <p>- salt, not more than 2,5 g</p>
Vegetable products	
<p>25 Products that consist of not less than 60% vegetable ingredients. The products cannot contain meat and fishery products.</p> <p>The products can contain sauce or brine. The percentages and conditions apply to that part of the product intended for consumption.</p> <p>They can be breaded, but the preparation stated cannot add fat to the product.</p>	<p>– fat, not more than 10 g/100 g</p> <p>– saturates, not more than 33 % of fat content</p> <p>– sugars, not more than 3 g/100 g</p> <p>– salt, not more than 1,0 g/100 g</p>
Ready meals etc.	
<p>26 Ready meals that are intended to be a complete meal with proteins, carbohydrates and vegetables, fruit or berries, and that are not covered by groups 27, 28, 29, 30 or 31.</p> <p>The meal should contain:</p> <p>– 400-750 kcal (1670-3140 kJ) per stated portion, and</p> <p>– not less than 28 g vegetables (except potatoes), legumes (except peanuts), root vegetables, or fruit and berries per 100 g product.</p> <p>If the meal contains a cereal element, it must fulfill the requirement for wholegrain as stated in the relevant food group. If gluten free pasta is included the requirement for fibre in group 10 applies.</p>	<p>– not more than 33% of the energy content can come from fat</p> <p>– in products that contain fish with more than 10% fat, energy content from fat cannot be more than 40%.</p> <p>– saturates, not more than 10 % of energy content</p> <p>– added sugars, not more than 3 g/100 g</p> <p>– salt, not more than 0,8 g/100 g</p> <p>– also not more than 3,5 g salt in total per portion</p>

<p>27 Pirogues, pizzas and other pies than dessert pies, based on cereals and that contain:</p> <ul style="list-style-type: none"> – not less than 250 kcal (1050 kJ) per stated portion, and – not less than 28 g vegetables (except potatoes), legumes (except peanuts), root vegetables, or fruit and berries per 100 g product. <p>The cereal element must contain not less than 30% wholegrain calculated from the cereal element's content of solids. For gluten free cereals the requirement for wholegrain is 10% of the product's content of solids.</p>	<ul style="list-style-type: none"> – not more than 33% of the energy content can come from fat – in products that contain fish with more than 10% fat, energy content from fat cannot be more than 40% – saturates, not more than 10 % of energy content – added sugars, not more than 3 g/100 g – salt, not more than 1,0 g/100 g
<p>28 Open sandwiches, baguettes, wraps and similar products, based on cereals and that contain:</p> <ul style="list-style-type: none"> – not less than 150 kcal (630 kJ) per stated portion, and – not less than 25 g vegetables (except potatoes), legumes (except peanuts), root vegetables, or fruit and berries per 100 g product. <p>The cereal element must contain not less than 30% wholegrain calculated from the cereal element's content of solids. For gluten free cereals the requirement for wholegrain is 10% of the product's content of solids.</p>	<ul style="list-style-type: none"> – not more than 33% of the energy content can come from fat – in products that contain fish with more than 10% fat, energy content from fat cannot be more than 40% – saturates, not more than 10 % of energy content – added sugars, not more than 3 g/100g – salt, not more than 0,9 g/100 g
<p>29 Soups with fish or meat (ready-to-eat products and products prepared according to the producer's instructions) that contain:</p> <ul style="list-style-type: none"> – not less than 100 kcal (420 kJ) per stated portion, and – not less than 28 g vegetables (except potatoes), legumes (except peanuts), root vegetables, or fruit and berries per 100 g soup. <p>If the meal contains a cereal element, it must fulfill the requirement for wholegrain as stated in the relevant food group. If gluten free pasta is included the requirement for fibre in group 10 applies.</p>	<ul style="list-style-type: none"> – not more than 33% of the energy content can come from fat – in products that contain fish with more than 10% fat, energy content from fat cannot be more than 40% – added sugars, not more than 3 g/100 g – salt, not more than 0,8 g/100 g – also not more than 2,5 g salt in total per portion.

<p>30 Soups with no fish or meat (ready-to-eat products and products prepared according to the producer's instructions) that contain:</p> <ul style="list-style-type: none"> – not less than 100 kcal (420 kJ) per stated portion, and – not less than 50 g vegetables (except potatoes), legumes (except peanuts), root vegetables, or fruit and berries per 100 g soup. <p>If the meal contains a cereal element, it must fulfil the requirement for wholegrain as stated in the relevant food group. If gluten free pasta is included the requirement for fibre in group 10 applies.</p>	<ul style="list-style-type: none"> – not more than 33% of the energy content can come from fat – added sugars, not more than 3 g/100 g – salt, not more than 0,8 g/100 g – also not more than 2,5 g salt in total per portion.
<p>31 Ready meals that are not intended to be a complete meal and that are not covered by the groups 26, 27, 28, 29 or 30.</p> <p>The meal should contain:</p> <ul style="list-style-type: none"> – not less than 150 kcal (630 kJ) per stated portion, and – not less than 50 g vegetables (except potatoes), legumes (except peanuts), root vegetables, or fruit and berries per 100 g product. <p>If the meal contains a cereal element, it must fulfil the requirement for wholegrain as stated in the relevant food group. If gluten free pasta is included the requirement for fibre in group 10 applies.</p>	<ul style="list-style-type: none"> – not more than 33% of the energy content can come from fat – in products that contain fish with more than 10% fat, energy content from fat cannot be more than 40% – saturates, not more than 10 % of energy content – added sugars, not more than 3 g/100g – salt, not more than 0,8 g/100 g – also not more than 2,5 g salt in total per portion.
Dressings and sauces	
<p>32 Dressings of oil and vinegar.</p> <p>The products may be flavoured.</p>	<ul style="list-style-type: none"> – saturates, not more than 20% of fat content – sugars, not more than 5 g/100 g – salt, not more than 0,8 g/100 g
<p>33 Sauces for main meals (ready products and products prepared according to the producer's instructions).</p>	<ul style="list-style-type: none"> – fat, not more than 5 g/100 g – saturates, not more than 33 % of fat content – sugars, not more than 5 g/100 g – salt, not more than 0,8 g/100 g <p>The conditions apply to the ready-to-eat product.</p>