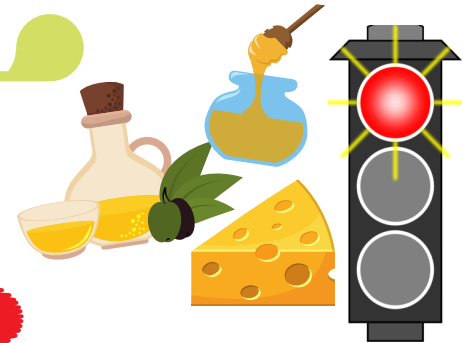
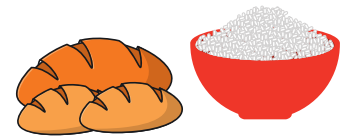


Agriculture the source of your life

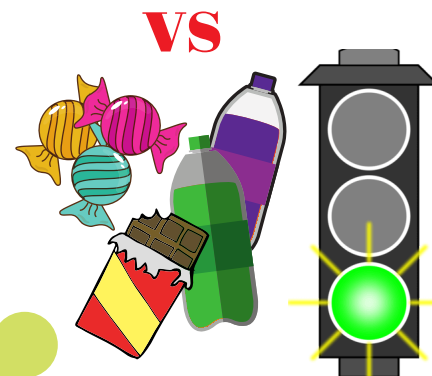
- **Agricultural products** are an **important source** of different nutrients needed for good health and they are **much more** than just energy, salt, sugar or fat.
- They can include many different vitamins (A, B1, B2, B3, B5, B7, B12, C, D, E, K, folate), fiber, essential amino acids, essential fatty acids, and minerals such as calcium, iron, magnesium, potassium, phosphorus, selenium or zinc, etc.



- All agricultural products feature in **dietary recommendations**:

- **Can other products make the same claim** ?

- What if colour coding labelling systems mislead consumers about the nutritious or health benefits of a product? For example, a product that is not even needed in a diet (empty calories)



- **Colour coding labelling systems only focus on certain nutrients, thereby limiting and ignoring the overall nutritional contribution of agricultural products to our diet.**



- EU farmers and their cooperatives want to help consumers to know more about food and how to have a balanced diet. Help us to put an end to misleading information or unnecessary confusion caused by these systems.

