

PRESS RELEASE

INDUSTRY RESPONDS TO FSA ADDITIVES RESEARCH

Thursday, 6 September 2007

Responding to the publication of the Southampton University research on 'Chronic and acute effects of artificial colourings and preservatives on children's behaviour', Julian Hunt , FDF Director of Communications said:

"Manufacturers are very aware of consumer sensitivities about the use of additives in food and drink products. It is important to reassure consumers that the Southampton study does not suggest there is a safety issue with the use of these additives. In addition, the way in which the additives were tested as a mixture is not how they are used in everyday products.

"As a responsible industry, we shall be studying the detail of the research and companies will clearly take account of these findings as part of their ongoing review of product formulations. The industry continues to respond to consumer demand by reducing the use of additives – and there are many food and drink products on supermarket shelves that contain no artificial colours.

"Manufacturers must label the additives they use in their products, so consumers wishing to avoid certain ingredients can do so by looking at the food label. The ingredients studied are legally permitted under EU law so we welcome the fact FSA is referring the research to the European Food Safety Authority as part of its ongoing review of all food additives."

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