

FOOD LABELLING: PECULIARITIES, INTERNATIONAL EXPERIENCE AND IMPORTANCE OF THE IMPLEMENTATION

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Abstract

The article provides the readers with the general overview of goods labelling. Especially it highlights the importance of food labelling for people's community on the national and international levels since this is both the way in which consumers can get knowledge about the food they consider buying and the possibility to identify and track the commodity unit movements. The work also depicts the peculiarities of labelling implementation in the Russian Federation.

The authors present the overall experience of the Russian Federation in the field of goods labelling, describes types of labelling and the work of the system "Fair sign" that aims to identify each commodity unit through unique digital code secured via cryptography. The Russian Federation, being a part of Eurasian Economic Community (EAEC), has already implemented obligatory labelling valid on the territory of all EAEC countries for a part of commodity units. The labelling for the rest commodity groups is now implementing and is planning to be implemented in the nearest future. This article gives the latest official information from the Federal Customs Service website connected with commodity units classification based on labelling and feedback after implementation of this practice. The analysis of the best practices based on the official information is also provided.

After these investigation the authors arrive to the conclusion that this topic is significantly important in many aspects; labelling provides required information about the product and helps to track its movement on the national level and facilitates the trade on the international level.

Key words: *Labelling, Food labelling, Chestnyi znak system, Descriptive labelling.*