

## ACCURACY OF FOOD LABEL - CONSUMER ASPECTS

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### Abstract

In the last 50 years, consumer awareness of food quality and safety has been growing. Consumers receive information from the food labels. Most of the information on the declaration are clearly defined in the regulations, but there are information such as the shelf life and nutritional values that are left to the producer to determine and declare. The purpose of the research is to determine the reliability of the information that consumers receive through the food labels.

The study is based on two sets of questionnaires, one for industry and second one for the consumers. Questionnaire was submitted to a selected 20 food production companies in Macedonia. Questionnaire for the consumers, was made up from three sets of questions about: shelf life, nutritional values and problems related to purchased products. The questionnaire was submitted to a group 100 citizens (25 citizens aged 15 - 20; 25 citizens were in the age group of 20 - 30; 25 citizens were in the age group of 30 - 50 years, and 25 citizens were in the age group of 50 - 60 years). Gained data were processed by arithmetical mean value and a process of comparison.

After the analysis of the obtained data, it is concluded that the citizens when choosing food products mostly refer to the shelf life and nutritional values. On the other hand the industry uses established templates/formulas for this information without accurate measure the shelf life and nutritional values.

Public pressure will increase and thus the food industry itself will be forced to introduce internal methods to declare accurate information.

**Key words:** *Consumer, Food label, Shelf life.*