

TRUST ON A PLATE: CONSUMER CONFIDENCE AND FOOD SAFETY

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Legal Briefings

Consumer confidence in the origins and safety of food are key to strong brands and resilient businesses. Our extended guide explores the issues and strategies firms must keep front-of-mind.

Maintaining that confidence involves the use of many different strategies, rights and regulatory controls at national and international level. It encompasses a number of areas, from the use of intellectual property to control the presentation of origin, to consumer protection, to compliance with acknowledged good practice standards, through to ensuring transparency in the supply and distribution chain.

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