

# TRUST ON A PLATE: CONSUMER CONFIDENCE AND FOOD SAFETY

07 December 2020 | Global  
Legal Briefings

---

Consumer confidence in the origins and safety of the food they consume is a significant aspect of food brand protection and longevity.

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.

[Read the full article](#)

[The Future of Consumer Series](#)

## LEGAL NOTICE

The contents of this publication are for reference purposes only and may not be current as at the date of accessing this publication. They do not constitute legal advice and should not be relied upon as such. Specific legal advice about your specific circumstances should always be sought separately before taking any action based on this publication.

© Herbert Smith Freehills 2021

---

**SUBSCRIBE TO STAY UP-TO-DATE WITH LATEST THINKING, BLOGS, EVENTS, AND MORE**

Close

© HERBERT SMITH FREEHILLS LLP 2021