Consumer Protection – Basic Requirement in Food Businesses

Iuliana Ioana MERCE, Anda Ioana MILIN, Elena TONEA, Lucretiu DANCEA

USAMVB Timisoara, Faculty of Agriculture Management, 119 Calea Aradului Street, Timisoara, Romania; lilicret@yahoo.com

SUMMARY

With the development of market economy, the growing complexity and diversity of food, the consumer becomes increasingly important role, his behavior affects a growing number of companies. According to the Charter of fundamental human rights, basic rights of consumers are (Revista Calitatea Vieții, 2005): to be protected against the risk of purchasing a product to receive a service, which could jeopardize the life, health or affect their legitimate rights and interests; to complete, specific and accurate on the essential characteristics of products/services, so they adopted decision about how best to meet their needs, to be educated as consumers; to have access to their markets provide a diverse range of product/service quality; to be compensated for damage caused by inadequate quality of products and services, using means provided by law for that purpose; to hold the consumer associations, to defend their interests. European Commission stresses that the Community’s top priority is the health and safety of consumers. Codex Alimentarius Commission (established in 1962 under the auspices of the FAO-WHO) in December 1985 issued a "Code of conduct international trade in food supplies" which aims primarily to protect consumer health and ensure loyalty practices used in food trade. The essential preconditions to start the development of this code are (www.anpcppsr.ro): a safe and quality food is essential for a healthy life; basic food goods are articles of international trade; foods absorb a substantial part of income. The main rules established by the Code for all those involved in international trade in food products are (Ghid European, 1997): marketing is prohibited foods containing or bearing substance in an amount considered toxic or hazardous to health; provisions aimed at labeling, use of food additives in amounts permitted by law, limitation of the residue of pesticides or other chemicals; to encourage all food standards development and implementation of specific national; declaration underlining the importance of real food nutrition, especially in disadvantaged geographical areas. Trends towards concentration in the European community have increased the problems faced by consumers, enhancing their position in the market imbalance. In these circumstances it was considered a number of possibilities: fight against dishonest practices of sale; introduction of general confidence in the product; improve the functioning of products; recycling; protection against unwanted publicity.

Keywords: consumer behaviour, Codex Alimentarius Commission, food trade

REFERENCES

2. *** (2005), Revista Calitatea Vieții, XVI, nr. 1–2, 137–153.