**From: Real Bread**

**Sent: 12 January 2023 11:14**

**To: county.complaints@surreycc.gov.uk**

**Subject: RE: Bucks and Surrey Trading Standards - Hovis Complaint - Our Ref 73615**

To whom it may concern,

We are unsatisfied with the responses that we have received from the Buckinghamshire and Surrey trading standards team, which you can find below.

The Bread and Flour Regulations 1998 clearly state that ‘There shall not be used in the labelling or advertising of bread, as part of the name of the bread, whether or not qualified by other words […] the word 'wholemeal’ unless **all the flour** used as an ingredient in the preparation of the bread is wholemeal.’ They do not, as the email below suggests, say ‘unless **all the wholemeal flour** used as an ingredient in the preparation of the bread is wholemeal.’ [my emphasis].

If they did, a product with, for example, 1%, wholemeal flour and 99% white flour could be marketed using the word wholemeal on the grounds that all of that 1% was wholemeal flour. As they stand, however, the Regulations do not permit a company to use the word wholemeal to market a product that is made from 99% white flour or even 50% white flour, as is the case with Hovis Best of Both.

The Regulations do not say ‘…or unless the product descriptive name is sufficiently clear to enable consumers to know its true nature and distinguish it from other products with which it might be confused,’ or contain any similar caveat, either. The only place that the word wholemeal can appear in reference to a product made using any amount of any wheat flour other than wholemeal is on the ingredients list.

Limited as it was to so-called fortification of flour, and enforcement of the Regulations, the Defra consultation referred to below included no proposals or questions about the use of the word wholemeal. We are in correspondence with Defra about the issue of the Regulations in general, including definitions of the words wholemeal and wholegrain and future regulation of their use.

The Regulations as they stand, though, do not permit the word wholemeal to be used in the naming or marketing of a product unless all of the flour is wholemeal. As your TS team has now twice rejected our complaint about a product made using 50% white flour to be marketed using the word wholemeal, in apparent direct contravention of the current Regulations, please review the handling of this case.

Chris Young

Real Bread Campaign coordinator