

ACCESS TO INFORMATION AS A DETERMINANT OF THE CONSUMER BEHAVIOR AT THE FOOD MARKET

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Abstract. The article discusses¹ the right to information as one of the most important foundations for protection of consumer rights in the context of The Regulation (EU) No 1169/2011 of the European Parliament and of the Council of 25 October 2011. The authors present the definition of a consumer under the Polish law and principal EU regulations. They discuss changes in consumer needs which took place over the last 30 years, and expectations consumers have regarding the food products. They evaluate disclosure requirements as set forth in the Regulation (EU) No 1169/2011 of the European Parliament and of the Council of 25 October 2011 on the provision of food information to consumers in light of those needs and expectations. For now this assessment needs to be restricted to legal aspects as the implementation aspects will not be evident until 2014 when the Regulation comes into effect for food producers.

Key words: consumer, consumer protection, food products, information, right to information, Poland

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INTRODUCTION

The Regulation (EU) No 1169/2011 of the European Parliament and of the Council of 25 October 2011 on the provision of food information to consumers (the “Regulation”) was issued to provide more certainty in and consistency of the law. The existing EU food directives were superseded by this Regulation, which comprehensively sets forth food law in order to provide more certainty for consumers and to lower the related administrative burden. It is designed to be flexible so that it may be adapted to changing information needs of consumers, and ensure a balance between protection of internal markets and different perceptions and expectations of consumers in member states (recital 16 from Regulation (EU) No 1169/2011). This Regulation is also meant to contribute to the fight against obesity and other chronic illnesses, a growing problem in the European Union.

The objective of this paper is to present the consumer’s right to information as provided under Regulation (EU) No 1169/2011 of the European Parliament and of the Council of 25 October 2011. The authors evaluate the subject regulation in the context of current law in Poland as well as in relation to the education and awareness of consumers. The method employed is analysis of related legal acts and publications. Where applicable, the authors also refer to reports, studies and surveys conducted by CBOS² [2005].

DEFINITION OF THE CONSUMER

No universal definition of the consumer has been proposed, notwithstanding the fact that this notion is used by many scientific disciplines. Even in legal studies, one may only point out to certain common features appearing in various regulations defining the consumer. This problem exists both in Polish [Pachuca 2009] and EU regulations.

It should be underlined that the consumer is an economic, legal and sociological concept. In economics, the consumer is primarily associated with a household. In contrast to the businessperson – a professional, a trader or a commercial user, the consumer is viewed as weaker and therefore requiring special protection [Żuławska 2007]. It is this view that has been reflected in the law. Both public and private laws afford protection to the consumers. A special place should be reserved for regulations of public law, which guarantee provision of knowledge and information about goods, services and rights to weaker market participants (art. 76 of the Constitution of the Republic of Poland) [Kowalska 2011].

The Polish legal doctrine offers no agreement on interpretation of the definition of the consumer. There are proponents of both broad and narrow interpretations [Frąckowiak 2003, Koroluk 2003, Rejda 2006, Haberko 2007]. The definition of the consumer in the Civil Code narrows its meaning to natural persons (In contrast to a prior regulation, which concerned the consumer as a subject of the law, but did not delineate her specific traits.), as such, it is not precise, and therefore subject to a broader interpretation. This

²The Public Opinion Research Center (CBOS) established in 1982, is a publicly funded independent research centre. It is one of the largest and most renowned public opinion research institutes in Poland.

definition may encompass natural persons engaged in business undertakings and afford them protection even though they may be considered professionals [Mostowik 2003]. We lean here toward the narrower view restricting this definition only to those natural persons who purchase goods and/or services for private, household use.

Special note should be made for protection which was provided to consumers by EU regulations. Article 169 of the Treaty on the Functioning of the EU states that “in order to promote the interests of consumers and to ensure a high level of consumer protection, the Union shall contribute to protecting the health, safety and economic interests of consumers, as well as to »promoting their right to information«, education and to organize themselves in order to safeguard their interests”. Already article 2 of the Treaty of Rome of 1957 on the establishing of the European Economic Community assumed “an accelerated rising of the standard of living”, impossible without bettering the situation of consumers. Nevertheless it was only after the Paris meeting of the Heads of EEC states in 1972 that the issue of consumer protection gained significant traction.

The consumer protection law has been developed over a period of over thirty years. The first strategy plan for 1975–1980 indicated as one of its five fundamental rights the right to information and education. Subsequent plans enacted by the EC member states served to realize and strengthen those regulations [Łętowska 2004]. The principle of consumer protection assumed a very significant place in the Amsterdam Treaty, whose main goals were protection of health, safety and economic interests. These aims were to be achieved by facilitating conditions for provision of better education and information to consumers [Żuławska 2007].

EU directives have had a fundamental role in forming (and framing) consumer protection regulations. Almost 20 directives regulating consumer protection have been passed since the 1980s. Over the past 20 years the Polish law has implemented numerous directives of the European Community law. The definition of a consumer in those directives very frequently became part of the Polish system of law within the scope of a given regulation. The directive deserving special mention here is Council Directive 84/450/EEC of 10 September 1984 relating to the approximation of the laws, regulations and administrative provisions of the Member States concerning misleading advertising (Directive 2006/114/EC concerning misleading and comparative advertising). It was the first EU regulation dealing with advertising and the need to protect consumer in this respect. Although twenty years have passed since the aforementioned directive was issued, newer regulations put equal stress on access to information and ability to make well-informed choices by consumers.

In the “Consumer Strategy Policy for 2007–2013” presented by the European Commission a special place is occupied by actions aimed at strengthening the (market) position of consumers, increasing their welfare, and ensuring their protection. The document emphasizes that facilitating conscious consumer choices is paramount not just for fostering market competition, but also for the good of consumers.

In contrast to domestic legal systems of the EU member states, which by and large rely on some definition of the consumer, EU regulations do not provide a universal (common to all acts) definition. Numerous consumer directives make use of this term; however, each defines it specifically for its own purposes. Of particular interest is the definition given in the Unfair Commercial Practices Directive (Directive 2005/29/WE of the Euro-

pean Parliament and of the Council of 11 May 2005 on Unfair Commercial Practices). In addition to the term “consumer”, it also employs the term “average consumer”, by whom it means a consumer “who is reasonably well-informed and reasonably observant and circumspect”. This evaluation is made taking into account social, cultural and linguistic factors as well as membership of this consumer in a special group of consumers. The latter is defined as a uniquely identifiable group of consumers whose characteristics make them particularly vulnerable to a given unfair commercial practice or product (to which the unfair commercial practice applies) because of special attributes such as age, mental or physical disability.

Apart from the aforementioned directive, an important place in consumer protection belongs to Regulation (EC) No 1830/2003 of the European Parliament and of the Council of 22 September 2003 concerning the traceability and labeling of genetically modified organisms and the traceability of food and feed products produced from genetically modified organisms and amending Directive 2001/18/EC – 3 2003 R 1830, Law Journal of the EU 268, 18/10/2003. This Regulation uses the term „final consumer” in article 3 point 6. It means “the ultimate consumer who will not use the product as part of any business operation or activity”.

It is the consumer so defined who is the subject of Regulation (EU) No 1169/2011 of the European Parliament and of the Council of 25 October 2011 on the provision of food information to consumers, amending Regulations (EC) No 1924/2006 and (EC) No 1925/2006 of the European Parliament and of the Council, and repealing Commission Directive 87/250/EEC, Council Directive 90/496/EEC, Commission Directive 1999/10/EC, Directive 2000/13/EC of the European Parliament and of the Council, Commission Directives 2002/67/EC and 2008/5/EC and Commission Regulation (EC) No 608/2004.

It should be underlined that the model of a consumer subject to protection under the EU and Polish regulations is the consumer conscious of his/her rights, having at disposal knowledge about surrounding reality, discerning and analytical of information that reach him/her, including advertising. He/she is an average consumer, but a well-informed commercial decision-maker. This model of the conscious consumer also found a reflection in verdicts of the Polish Supreme Court. In the decision of 3 December 2003, I CK 358/02, the Supreme Court indicated that the Polish consumer should not be treated as “not careful enough and easily influenced by the suggestions made by the information stream that reaches him (...). On the contrary, one may assume a model of consumer who is well-informed, circumspect and careful”. This view of the consumer requires the government to create consumer regulation in such a way as to make commercial enterprises provide full and reliable information. The Regulation (EU) No 1169/2011 is a step in this direction, and sets the bar high for producers and sellers. A question arises, however, whether a real consumer is ready to make gainful use of the information that will be provided to him.

TYPES OF BUYERS IN THE MARKET

The demand side of the market is represented by both natural persons and businesses. They can be divided into two major groups. The first group purchases goods to fulfill their personal needs. The second group acts as intermediaries for wholesale and retail trade, in

essence buying in order to resell it later. The first group may be further subdivided into three categories of buyers: individual consumers, industrial enterprises, institutions and other organizations [Sztucki 1999].

By far the most numerous group are individual customers: one- or multiperson households buying goods to fulfill their own needs. (These customers may of course also be motivated to buy a gift for someone else.) They are unique in the way they make purchase decisions. Unlike commercial enterprises and other institutions, whose purchase decisions are (by and large) based on a rational analysis, purchases by retail consumers may be idiosyncratic and frequently emotional depending on the type of the good purchased. Because of the scope and subject of this paper, further discussion will concern exclusively this group of individual consumers.

CHARACTERISTICS OF CONTEMPORARY RETAIL CUSTOMERS

Recent years witnessed deep economic, industrial, technological and socio-cultural changes. As a consequence, consumer behavior also changed to satisfy frequently expanded needs – a direct result of marketing campaigns by commercial enterprises. Consumers have become more demanding of goods having experienced an increase in wealth (at least for part of the society) [Czapiński and Panek 2011, Ozimek 2010], having had their basic needs already fulfilled, and having witnessed increased competition for their attention on the part of marketing professionals.

In addition to high quality, aesthetic appeal and easy-to-use functionality, they now expect pre- and post sale service such as for example free delivery and installation, periodic maintenance, and extended warranty. Consumers are more aware of their rights and have well-formed expectations of producers. Further, they expect concrete, reliable information from producers not just with regard to products, but also with regard to the way in which their needs may be fulfilled. They want easy access both to the information and the product.

One has to bear in mind that the modern consumer is often contradictory in his/her behavior, consciously making inconsistent decisions in order to stand out from the crowd. He/she behaves unconventionally, changes determinants of social status, and may even create needs bordering on the unrealistic [Kieźel 2010].

CONSUMER PROTECTION

Consumer protection characterizes various actions aimed at protecting the consumer against threats to his/her rights and interests. The essence of consumer protection stems from three premises: economic, social and legal. The economic premises relate to increasing production, turnover of goods, and their competitiveness. One should pay attention here to improper, frequently manipulative use of marketing, purposeful worsening of quality of certain products, or introducing goods harmful to consumers' health. Social motives for consumer protection relate to the care for consumers' health, health benefits of food, safety of consumers as well as care for the natural and social environment and a

range of social premises related to education and culture [Woś, Racocka and Kasperek-Hoppe 2004]. Therefore an important element of consumer protection is the right to information.

THE RIGHT TO INFORMATION

The obligation to provide information is one of the most significant elements in the complex relationships that binds; entities participating in the trading of goods and services. The principle of fair trading dictates that a certain minimum amount of information be provided to a counterparty [Lewaszkiwicz-Petrykowska 1999]. The obligation to provide full and reliable information is incumbent upon every professional, and therefore “the producer and the seller share in the liability toward a buyer for the damage caused by insufficient warning to the buyer of the danger, which may be caused by the use of the purchased good”. This principle was elucidated by the (Polish) Supreme Court in its verdicts. The Supreme Court has ruled that a warning prepared by the producer “should be formulated in a sufficiently clear manner, and should distinguish between general harmfulness in the common sense of the word from the harmfulness which may lead to a loss of life”³.

The information disclosed by a producer carries particular significance when one of the parties (to a legal relationship) is a consumer, whose position in relation to the professional is much weaker. In these types of one-sided relationships, the law generally protects the weaker side. This principle also applies to consumer protection.

In the relationships among producers, sellers of food products and consumers, the restrictive information requirement has been regulated in a detailed manner in the EU law over the recent few years⁴. Regulations existing thus far had been dispersed, complicated, and clearly called for simplifying amendments.

The Regulation (EU) No 1169/2011 of the European Parliament and of the Council of 25 October 2011 on the provision of food information to consumers (in accordance with the recital 9 thereto) was enacted “streamline it in order to ensure easier compliance and greater clarity for stakeholders and to modernize it in order to take account of new developments in the field of food information”⁵.

A fundamental question which must be raised in the context of the subject Regulation (EU) No 1169/2011 of the European Parliament and of the Council of 25 October 2011

³A verdict of the Supreme Court dated 28 June 1972, OSNC 12 (1972), 228, II CR 218/72; see also a verdict of the Court of Appeals in Białystok dated 30 November 2000, OSA 6 (2001) 33; I ACa 340/00; See also a verdict of the Supreme Court of 27 May 1983, OSP 4 (1984) 84; I CR 134/83.

⁴Previously applicable legal regulation, Amends Regulation (EC) No 1924/2006 and Regulation (EC) No 1925/2006 (on the addition of vitamins and minerals and of certain other substances to foods) of the European Parliament and of the Council, Repeals Directives 87/250/EEC (on alcoholic strength in the labelling of alcoholic beverages), 90/496/EEC (on nutrition labelling), 1999/10/EC (on food labelling), 2000/13/EC (on food labelling), 2002/67/EC (on foodstuffs containing quinine and caffeine) and 2008/5/EC (on food labelling) and Regulation (EC) No 608/2004.

⁵Recital 9 from Regulation (EU) No 1169/2011 of the European Parliament and of the Council of 25 October 2011 on the provision of food information to consumers.

on the provision of food information to consumers is the scope and form of this disclosure/communication.

Businesses are not interested in providing all information about their goods and activities. One should distinguish between information whose provision is convenient for the business, especially if it constitutes marketing of its products, and this information which is required, sometimes even ordered, by the law. In the context of the subject regulation, one may consider “required and expected level of information provided as a public law obligation, an obligation on the part of a sovereign to enact appropriate regulations, which would fully guarantee consumers access to sufficient knowledge to enable them to make the right market decisions [Łętowska 2004]. For this reason consumer protection cannot function properly without consumers having assured right to information at the level of public law. The obligation to protect consumers is assumed by the State in the constitution⁶ (basic law) and by the European Union in its Treaties (consolidated versions of the Treaty on European Union and the Treaty on the Functioning of the European Union, 2010/C 83/01). A broadly understood right to information is fundamental to proper consumer protection. It is strengthening and consolidation of this right that was the main objective of the European Parliament and the Council in enacting Regulation (EU) No 1169/2011.

The right to information should be based on two basic premises:

1. The right to full information about a product,
2. The right to knowledge about consumer rights, including the right to consumer education.

The Regulation undoubtedly fully realizes the former premise. The right to full information about a product means that information provided to the consumer should be reliable, accurate, complete and clearly communicated. Irrespective of whether the subject transaction concerns a good or a service, this information should be individualized. The type of good and service may require provision of certain information and has particular importance in the case of food products. The addressee or addressees influence the form, language and the means in which the information is to be provided. E. Łętowska is of the opinion that it is not just access to information itself that matters, but also legibility of the print, completeness of the material printed, ability to read it given where it is placed or how long it is displayed on the TV screen etc. [Łętowska 2004]. The subject Regulation meets these expectations as set forth in the legal doctrine and jurisdiction. These expectations are not controversial, and the authors naturally agree with them.

In contrast, many doubts are raised by the latter premise, understood in a broader sense and referring not just to the information about consumer rights, but also the means in which the acquired information may be used, understood, and correctly verified. The European Parliament (in the recital 10) stresses that in order to properly make use of the information, one must possess knowledge about foods indicated in the Regulation and be familiar with at least basic principles of nutrition. The latter would contribute significantly to allowing consumers to make better informed choices in respect of their health needs, habits, and preferences. Mechanisms improving understanding of food informa-

⁶Article 76 of the Constitution of the Republic of Poland.

tion, especially educational and information programs addressed to consumers may have considerable impact (recital 10 from Regulation (EU) No 1169/2011).

The Regulation (EU) No 1169/2011 of the European Parliament and of the Council of 25 October 2011 on the provision of food information to consumers in article 2 paragraph 2 introduces several legal definitions of fundamental importance to proper understanding and interpretation of information. The Regulation distinguishes three types of information: a) food information, b) food information law, and c) mandatory food information. According to definitions adopted by the Regulation, “food information” means information concerning a food and made available to the final consumer by means of a label, other accompanying material, or any other means including modern technology tools or verbal communication. In turn, “food information law” means the European Union regulations governing disclosure of food information, and in particular labeling, including rules of general nature applicable to all foods in specific circumstances or to certain categories of foods, as well as rules which apply only to specific types of foods. “Mandatory food information” means the particulars that are required to be provided to the final consumer by European Union regulations” (art. 2.2 from Regulation (EU) No 1169/2011).

The subject Regulation concerns all three types of information. Its purpose is to set forth requirement for provision of food information by companies which will speak to the average consumer, serve information purposes, and be placed in the principal field of vision. In accordance with the recital 41, food information “should be simple and easily understood”, and “reflect current level of knowledge on the subject of nutrition” in accordance with the new regulation (recital 41 from Regulation (EU) No 1169/2011).

NUTRITIONAL VALUE OF FOOD

Eating for human beings is fundamental to life, proper development, general health, mental and physical fitness. Food is also a source of satisfaction and fulfillment of social and hedonistic needs. Food gathering, production and consumption have always been the most important human activity, and any failures in this respect have inexorably led to severe social and biological consequences. In ancient Greece, food was a subject dealt with by many philosophers such as Asclepiades, Aristotle, Empedocles and Pythagoras, and above all the “father of medicine”– Hippocrates. At that time it was thought that all nourishments satisfying hunger contained the same nutritional element indispensable to the human body [Berger 1998]. We have now known for many years that food consists of many different food ingredients. A food ingredient is a chemical compound naturally occurring in food that may have some or no nutritional value. Harmful ingredients dangerous to human health usually arise from inappropriate storage and/or food processing, or from contamination [Gawęcki 1998]. Because of their number and sheer diversity, food products cannot be unambiguously divided into categories, and so their classification is frequently made by convention. The usually criteria take into account: food’s origin, chemical composition, level of processing, and readiness for immediate consumption [Pijanowski et al. 1997]. A combination of quality attributes of a given food product determines its overall quality. These attributes may be categorized as follows: organoleptic (reception to human sensors), nutritional and health value, and availability,

that is – durability, packaging, ease of preparation, and high concentration of nutrients [Pijanowski et al. 1997].

NUTRITIONAL VALUE OF FOOD PRODUCTS IN THE LIGHT OF THE NEW REGULATION

Article 21 of the Regulation (EU) No 1169/2011 of the European Parliament and of the Council of 25 October 2011 deals with food ingredients and substances which may cause allergies or intolerance in some people, and therefore be harmful to health. In accordance with article 20 the producers are mandated to disclose information regarding food additives, substances which are used as processing aids, and other carriers and substances. The consumers are more and more mindful of their health, and strive to eat food which is least processed and without additives. The Regulation imposes the information requirement regarding additives and substances on the producers in order for the consumer to be able to make informed and safe choices (recital 24 from Regulation (EU) No 1169/2011). The most important provisions of the Regulation concern mandatory nutrition declaration on packaged food. The rules for such disclosure are provided in detail in articles 30 to 36 in section 3 of the Regulation. This information should include the energy value, the amount of fat, saturates, carbohydrate, sugars, protein and salt. It should be presented in the same field of vision and in the form of expression per 100 g or 100 ml uniformly for all producers and where applicable may also be expressed on the basis of per portion (recital 43 from Regulation (EU) No 1169/2011).

LABELING

Much treatment in the subject Regulation is devoted to food product labeling. The guiding principles are clarity and comprehensibility of disclosure. Information placed on labels is there to help consumers make well-informed food and dietary choices. Studies indicated that from the consumer's point of view elements such as legibility of information placed on labels, especially the size of the font and color used, are paramount (recital 26 from Regulation (EU) No 1169/2011). Consequently article 34 of the Regulation sets forth rules on presentation of data detailed in article 30. In order to achieve the goals imposed by the EU Council and Parliament, the lawmakers enacted a minimum height of the font, which must be used to convey the mandatory information on the label, i.e. specified the so-called x-height of the font equal to at least 1,2 mm. In the case of packaging whose biggest surface area is less than 80 cm², the minimum x-height of the font may be equal to or greater than 0,9 mm. It should be underlined that mandatory information placed on a food product must be irremovable, may not be hidden or obscured from view, made little or interrupted by any other written or graphic material.

In contemporary world, more and more people are allergic to various substances (including food ingredients). Meeting this civilization problem, the EU Parliament and Council mandated that producers place on food labels all substances (contained in a given food), which may cause allergies. Any such information must be “emphasized through

a typeset that clearly distinguishes it from the rest of the list of ingredients, for instance by means of the font, style or background color” (art. 22.1.b. from Regulation (EU) No 1169/2011). Further, information about allergens must also be disclosed in the case of food offered without prepackaging, packed at the request of a buyer or sold to mass caterers. In all such cases, the Regulation leaves it to the discretion of the national regulators to determine how and in what form this information will be passed on to consumers. A new solution is to place information about allergens on packaging or containers whose largest surface area is less than 10 cm² next to the name of the food, net quantity, minimum durability date or use-by date (art. 21.1. from Regulation (EU) No 1169/2011).

The Regulation also lays out detailed guidelines on disclosing information about the country of origin of food products. The provision of such information is deemed very important in part because of ways in which animal husbandry is conducted in some countries. Consumer interest in such matters is already partly reflected in existing regulations, which mandate disclosure of country of origin in the case of (among others) beef and beef products, fish, olive oil, honey, fruits and vegetables. The Regulation (See: art. 16.2) is broader, bringing under the scope of disclosure also the meat of swine, sheep, goat and poultry. The requirement to disclose the country of origin was placed on the producer in situation where lack thereof may be misleading. It applies to situations, where information associated with a product or the label itself might suggest that the product comes from a country or place different from the true country of origin or place of provenance, e.g. in the case of products whose name contains name of a country or place, but whose origin is different, or in the case of products whose name is displayed in a foreign language, which might mislead the consumer to associate the product with the country whose language appears on the label. The solution adopted by the Regulation is to disclose the country of origin or place of provenance of the primary ingredient in the situation in which a country and place is given, but it is not the same as the country of origin or place of provenance of the primary ingredient (art. 26.3). Further, the new law mandates a very detailed disclosure for meat products: producer must provide where the animal was born, where it was farmed, and where it was slaughtered.

The new regulations are meant to communicate to consumers true, reliable, accurate and needed information, which may significantly contribute to better quality of their lives. Nevertheless, one should stress that “new mandatory food information requirements should however be established if and where necessary, in accordance with the principles of solidarity, proportionality and sustainability” (recital 19 from Regulation (EU) No 1169/2011).

CONCLUSIONS

The analysis of provisions of the Regulation (EU) No 1169/2011 of the European Parliament and of the Council of 25 October 2011 on the provision of food information to consumers allows us to conclude that it is a legal act addressing a large measure of consumer rights to information and their needs from the perspective of requirements placed upon producers and sellers. In light of our analysis, the substantive legal framework as set forth in the Regulation should be judged positively. In enacting the subject Regulation,

the EU Parliament and the Council laid foundations for realization of the fundamental principle of consumer law of full and reliable information in the area of broadly understood food products. It should be underlined that legal acts dating back 20 or 30 years, which were superseded by the Regulation (EU) No 1169/2011 did not meet the needs of modern-day consumers, who have very concrete expectations both of food products and of information disclosed on the packaging (the latter allows them to make a well-informed purchase decision). Nevertheless, it may still be worthwhile to expand this information by facts about genetically modified organisms as set forth in Regulation (EC) No 1830/2003 of the European Parliament and of the Council of 22 September 2003 concerning the traceability and labeling of genetically modified organisms and the traceability of food and feed products produced from genetically modified organisms and amending Directive 2001/18/EC. In our opinion, the lack of any such particulars hinders to some extent the consumer's right to full food information under the subject the Regulation.

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DOŚTĘP DO INFORMACJI JAKO DETERMINANTA ZACHOWAŃ KONSUMENTA NA RYNKU ŻYWNOCI

Streszczenie. W artykule omówiona została problematyka prawa do informacji jako jednej z najważniejszych podstaw ochrony praw konsumenta, w świetle rozporządzenia Parlamentu Europejskiego i Rady (UE) nr 1169/2011. Przedstawiona została definicja konsumenta występująca w prawie polskim i podstawowe regulacje w prawie unijnym. Nakreślono zmiany w potrzebach konsumentów, które wystąpiły w ostatnich trzydziestu latach i w ich oczekiwaniach, które oni mają w stosunku do nabywanych produktów żywnościowych. Został poddany ocenie zakres zrealizowania prawa do informacji, które powinno być przekazywane konsumentom w świetle rozporządzenia z dnia 25 października 2011 r. Parlamentu Europejskiego i Rady (UE) nr 1169/2011 w sprawie przekazywania konsumentom informacji na temat żywności.

Słowa kluczowe: konsument, ochrona konsumenta, produkty żywnościowe, informacja, prawo do informacji, Polska

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