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Regulation on voluntary labelling of foodstuffs with the “Keyhole”

Laid down by the Ministry of Health and Care Services on 17.06 2009 pursuant to Section 10 second paragraph of Act No. 124 of 19 December 2003 relating to Food Production and Food Safety etc. (the Food Act), confer delegation decision No. 1790 of 19 December 2003 nr. 1790. Cf. Act No. 101 of 17. December 2004 relating to European procedure for the provision of information in the field of technical standards and regulations, cf. EEA-Agreement Annex II chapter XIX no.1 (Directive 98/34/EC amended by Directive 98/48/EC).

§ 1 *Scope*

This regulation concern voluntary labelling with the “Keyhole”. The “Keyhole” is related to the foodstuff’s content of fat, sugars, salt or dietary fibre specified in the food groups in Annex 2.

§ 2 *Design of the “Keyhole”*

The “Keyhole’s” graphic design is illustrated in Annex 1. The symbol shall be followed by the ® mark.

The “Keyhole” shall be printed in green or black.

§ 3 *Products that can be labelled with the “Keyhole”*

The “Keyhole” may only be used on foodstuffs that fulfil all the criteria for the food group, confer Annex 2.

The “Keyhole” may only be used on:

- pre-packaged foodstuffs specified in Annex 2 and
- unpackaged foodstuffs covered by food group 12, 18 and 19 in Annex 2.

Foodstuffs intended for children under three years of age must not be labelled with the “Keyhole”.

§ 4 *Transitional provision*

Marketing of foodstuffs produced and labelled with the “Keyhole” pursuant to the criteria in force for the application of the registered trademark, is permitted for 18 months after this regulation enters into force.

§ 5 *Inspection and decisions*

The Norwegian Food Safety Authority shall perform inspections pursuant to these regulations and may adopt decisions which are necessary to ensure implementation of the requirements laid down in these regulations.

§ 6 *Penalties*

Deliberate or careless breach of these regulations, or of decisions adopted pursuant to it, is punishable pursuant to the Norwegian Food Law, section 28.

§ 7 *Entry into force*

This regulation enters into force on 17th of June 2009.

Annex 1

The graphic design of the “Keyhole”:



Annex 2

Foodstuffs that can be labelled with the symbol

A) General criteria for all food groups:

- 1) Foodstuffs that contain sweeteners (Additives) and authorized novel foodstuffs or novel food ingredients with sweetening properties shall not be labelled with the "Keyhole".
- 2) Industrially produced trans fatty acids may not exceed 2 g per 100 g oil and/or other fats used in any "Keyhole"-labelled products.
- 3) In this Regulation "whole grain" is defined as bran, germ and endosperm. The grain may be crushed, ground or similar treated, but the original proportions of the respective kind of cereal shall be retained. The whole grain definition covers the following cereals: Wheat, spelt, rye, oats, barley, maize, rice, millet, durra and other *Sorghum* species.

B) Criteria for the individual food group:

Foodstuffs	Conditions
1. Milk and corresponding fermented products.	- fat maximum 0.7 g/100 g
2. Flavoured fermented milk product.	- fat maximum 0.7 g/100 g - total sugars maximum 9 g/100 g
3. Vegetable products intended for the same users as the products in group 1.	- fat maximum 1.5 g/100 g - saturated fatty acids maximum 33 % of total fat content - total sugars maximum 5 g/100g - sodium maximum 0.04 g/100 g
4. Products consisting of a mixture of milk and cream and intended for the same uses as cream, and the corresponding fermented products. The products may be flavoured.	- fat maximum 5 g/100 g - total sugars maximum 5 g/100 g - sodium maximum 0.1 g/100 g
5. Products wholly or partially of vegetable origin intended for in the same uses as the products in group 4.	- fat maximum 5 g/100 g - saturated fatty acids maximum 33 % of total fat content - total sugars maximum 5 g/100 g - sodium maximum 0.1 g/100 g
6. Fresh cheese and corresponding flavoured products.	- fat maximum 5 g/100 g - sodium maximum 0.35 g/100 g
7. Products wholly or partially of vegetable origin intended to be used as alternatives to products under group 8 and corresponding flavoured products.	- fat maximum 17 g/100 g - saturated fatty acids maximum 20 % of total fat content - sodium maximum 0.5 g/100 g
8. Other cheese and corresponding flavoured products.	- fat maximum 17 g/100 g - sodium maximum 0.5 g/100 g
9. Edible fats and blends of edible fats falling	- fat maximum 41 g/100 g

within the scope of Council Regulation (EC) No 2991/94 on spreadable fats ¹ and corresponding flavoured products.	- saturated fatty acids maximum 33 % of total fat content - sodium maximum 0.5 g/100 g
10. Oils and liquid margarine and liquid blends of edible fats.	- saturated fatty acids maximum 20 % of total fat content - sodium maximum 0.5 g/100 g
11. Untreated meat (muscle tissue) and liver of cattle, pig, horse, sheep, goat, poultry or game; however, it may have been divided into pieces, sliced, boned, parted, trimmed, ground, chilled, deep-frozen and defrosted.	- fat maximum 10 g/100 g
12. Fish, shellfish, shell and other molluscs that has not been processed; however, it may have been divided into pieces, sliced, boned, minced, parted, cleaned, trimmed, ground, chilled, deep-frozen and defrosted.	
13 a) Products containing at least 50 % meat (muscle tissue), liver or blood of cattle, pig, horse, sheep, goat, poultry or game. 13 b) Products containing at least 50 % fish, shellfish, shell and or other molluscs. 13 c) Products that are intended as the main protein component in a meal or as a spread and containing at least 95 % vegetable ingredients. The products under 13a), b) and c) shall not be covered by coating of e.g. bread crumbs and/or eggs but may contain sauce or liquid medium. The 50 % content of the product under 13a) and b), and respectively 95 % under c) apply to the part of the product intended for consumption.	- fat maximum 10 g/100 g - total sugars maximum 5 g/100 g - fat not originating from fish must not exceed 10 g/100 g - total sugars maximum 5 g/100 g - fat maximum 10 g/100 g - total sugars maximum 5 g/100 g The conditions apply to the part of the product intended for consumption.
14. Ready-prepared products (with the exception of products under group 15, 16 and 17) intended to constitute a main meal and containing - 400-750 kcal (1670-3140 kJ) per portion and - per 100 g product: minimum 25 g of root vegetables, leguminous plants other than peanuts, other vegetables and/or fruit and berries (potatoes excluded)	- maximum 30 % of energy value may come from fat; If the product contains fish consisting of more than 10 % fat, maximum 40 % of the energy value may come from fat; however the non-fish fat must not exceed 10 g per portion. - refined sugars maximum 3 g/100 g - sodium maximum 0.4 g/100 g
15. Pirogues, pizzas and non-dessert pies (except dessert pies), based on cereals and containing - minimum 250 kcal (1050 kJ) per portion and - per 100 g product: minimum 25 g root vegetables, leguminous plants (peanuts excluded) and other vegetables and/or fruit and	- maximum 30 % of energy value may come from fat - refined sugars maximum 3 g/100 g - sodium maximum 0.5 g/100 g

¹ Council Regulation (EC) No 2991/94 of 5 December 1994 laying down standards for spreadable fats. The Regulation is not part of the EEA-agreement, but the definition is used in this context.

<p>berries (potatoes excluded)</p> <p>The cereal part shall contain minimum 15 % whole grain calculated on the dry matter basis.</p>	
<p>16. Sandwiches, baguettes, wraps and similar products, based on grain, containing</p> <ul style="list-style-type: none"> - minimum 250 kcal (1050 kJ) per portion and - per 100g product: minimum 25 g root vegetables, leguminous plants (peanuts excluded) and other vegetables and/or fruit and berries (potatoes excluded). <p>The cereal part shall contain minimum 25 % whole grain calculated on the dry matter basis.</p>	<ul style="list-style-type: none"> - maximum 30 % of energy may come from fat - refined sugars maximum 3 g/100 g - sodium maximum 0.4 g/100 g
<p>17. Soups (ready-prepared products and products prepared according to the manufacturer's instructions), containing</p> <ul style="list-style-type: none"> - minimum 150 kcal (625 kJ) per portion and - minimum 25 g root vegetables, leguminous plants (peanuts excluded) and other vegetables and/or fruit and berries (potatoes excluded) per 100 g product. 	<ul style="list-style-type: none"> - maximum 30 % of energy may come from fat - refined sugars maximum 3 g/100 g - sodium maximum 0.4 g/100 g
<p>18. Fruit and berries which have not been processed; however, they may have been cleaned, sliced, refrigerated, deep-frozen and defrosted.</p>	
<p>19. Potatoes, root vegetables, leguminous plants (peanuts excluded) and other vegetables which have not been processed; however, they may have been seasoned, blanched, dried, chilled, deep-frozen, defrosted or preserved in water. Products may be flavoured with spices.</p>	<ul style="list-style-type: none"> - refined sugars maximum 1 g/100 g - sodium maximum 0.2 g/100 g
<p>20. Soft bread and bread mixes where only water and yeast is to be added containing at least 25 % whole grain calculated as dry matter basis. As regards bread mixes, the conditions apply to the prepared product.</p>	<ul style="list-style-type: none"> - fat maximum 7 g/100 g - total sugars maximum 5 g/100 g - sodium maximum 0.5 g/100 g - dietary fibre minimum 5 g/100 g
<p>21. Hard bread and crusts containing at least 50 % whole grain calculated on the dry matter basis.</p>	<ul style="list-style-type: none"> - fat maximum 7 g/100 g - total sugars maximum 5 g/100 g - sodium maximum 0.5 g/100 g - dietary fibre minimum 6 g/100 g
<p>22. Pasta (unfilled) containing at least 50 % whole grain calculated on the dry matter basis.</p>	<ul style="list-style-type: none"> - sodium maximum 0.04 g/100 g of dry weight - dietary fibre minimum 6 g/100 g of dry weight
<p>23. Breakfast cereals and muesli containing at least 50 % whole grain calculated on the dry matter basis.</p>	<ul style="list-style-type: none"> - fat maximum 7 g/100 g - refined sugars maximum 10 g/100 g - total sugars maximum 13 g/100 g - sodium maximum 0.5 g/100 g - dietary fibre minimum 6 g/100 g
<p>24. Cereal flour, flakes and grains containing 100 % whole grain of dry matter, including bran from cereal.</p>	<ul style="list-style-type: none"> - dietary fibre minimum 6 g/100 g

25. Porridge and porridge powder containing minimum 50 % whole grain calculated on the matter basis. As regards porridge powder, the values apply to the prepared product.	<ul style="list-style-type: none">- fat maximum 5 g/100 g- total sugars maximum 5 g/100 g- sodium maximum 0.2 g/100 g- dietary fibre minimum 6 g/100 g
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