EVALUATION OF BASIC LABEL INFORMATION ON MILK-BASED BEVERAGES

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Milk-based beverages is a dairy product as a result of mixing milk and whey, with or without the addition of a food substance, vegetable fat, fermented milk, selected yeast milk and other dairy products. Whey is a dairy by-product obtained through the milk industry having widespread use throughout the food industry, which minimizes environmental pollution. The information contained in the labels of products must be clear and precise in order for the consumer not to be mislead avoiding misunderstandings, meeting the criteria that grants that a certain food is from animal origin containing proper packaging. The present work had the objective of evaluating the adequacy of labels of milk-based products sold in the city of Sete Lagoas in the State of Minas Gerais – Brazil, according to the current legislation. 53 labels of 13 different brands of milk-based beverages available in supermarkets were analysed, through February 2012. From the total of 53 samples, 79,25% were in agreement with the criteria of the current legislation; 13,2% of the samples lacked the official inspection stamp, methods of conservation, batch identification and the phrasing “contains whey” and “this product in not yogurt”; 3,7% of the samples did not display the list of ingredients and the number of additives in the beverage which the legislation requires. The study showed that in spite of mandatory regulation of labels of food products in Brazil, there are still irregularities in labels, which indicates a need to improve monitoring and control entities responsible for this process.