EVALUATION OF LABELING AND THE MARKETING OF CHEESE IN RETAIL SUPERMARKETS IN FORTALEZA – CE

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The label of a food is an important channel of communication between industry and the consumer. Its pieces of information have to be accurate and correct. In the retail establishment is important to control the conditions of sale, such as cleaning, stacking up, temperature and others, to avoid contamination and to ensure food safety. The objective of this study was to evaluate the labeling of cheese sold in Fortaleza - CE, also verifying the conditions of trade. The results were obtained in inspections and to measure the temperatures we used a metal stem thermometer. The most frequently noncompliance found were lists of ingredients and nutritional information missing; label leading to error, absence of SIF stamp, date of manufacture, indication of gluten, readable batch, uniformity of the sales denomination, presence of errors in the voluntary labeling, in the nutritional unit and in the liquid content. Regarding the observation of conditions of merchantability, it was found temperature above the limit allowed, and also structures with poor maintenance, excessive stockpiling, bad disposition, disorganization, the absence of thermometers or broken ones. In conclusion, it was observed a deficiency in the compliance with laws, which is damaging to consumers, since they do not know what they are buying. For this reason it is required a greater examination and commitment from industries and traders. All in order to provide integrity and compliance labels and good trade to ensure quality and food safety.