

RISK COMMUNICATION

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- 1) Defining risk communication
- -Legal definition; administrative mechanism
- -Legal definition; impact on the market

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- 2) The balance of rights
- -Protection of public health and the right of consumers to be informed on food risks
- -Protection of the reputation of companies and products.
- - Proportionality and precaution

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- 3) The problem: impact on the market
- -Potentially greater impact than a sanction.
- -However, no regulation of due procedure.

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- 4) Procedure
- -Legal premises for risk communication
- -Competent authorities and binding decisions
- -Regulation 16/2011
- -Implementing risk communication; a matter of national law

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- 5) Remedies
- -Challenging risk communication
- -Reversing its effect
- -Some examples of case law

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- 6) Conclusions
- Due to the lack of a proper legal procedure control can only be made on legal premises.
- Effective legal challenge of these premises should allow reversing both the communication and its effects.