## **Contents**

Regulating and Managing Food Safety in the EU: A Legal-Economic Perspective	1
Harry Bremmers and Kai Purnhagen  Private Food Safety Standards in the EU	11
Investigating the Regulatory Structure of Voluntary Sustainability Standards: Foundations for Intervention Strategies to Increase Consumer Confidence	39
Environmental Sustainability and the Food System	57
EU Health Claims: A Consumer Perspective	89
Regulatory Compliance and Company Strategies: The Case of the Nutrition and Health Claims Regulation (EC) No. 1924/2006 Stefanie Bröring and Sukhada Khedkar	105
Foods for Specific Consumer Groups	129
Commanding to "Nudge" via the Proportionality Principle? Kai Purnhagen and Ellen van Kleef	151
Obesity, Fat Taxes and Their Effects on Consumers	169
Substance Over Form: A Principle for European Food Information Regulation?	195

European Food Law and the Precautionary Principle: Paradoxical	
Effects of the EU's Precautionary Food Policies	217
Enforcement of European Food Laws	245
The Economics of Harmonization of Food Law in the EU	263
Pre-Market Approval and Its Impact on Food Innovation: The Novel Foods Example	291
Agricultural Biotechnology: Regulation in the United States and the European Union	331