

The Food Sector

Media coverage has highlighted controversies involving the European Community regulations in matters related to food law: the fat content in British ice-cream, the purity of beer in Germany, or the export of French liquor. The establishment of a single European market is set to overhaul trading standards and regulations yet further. The food and drink sector faces a major challenge in adapting to this new market, standing up to competition and exploiting new opportunities. Those involved in the business, as well as those public officials concerned with maintaining standards, are presented with a complex array of new regulations to comply with. This volume explains the role of European Community policy in this area, and what it means for those involved in business and the public sector. Key EC policy documents are summarised, and a full listing is given of all the relevant official material. This volume thus guides the reader through the new 'Euro-maze'.

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565,90 €

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Lieferfrist: bis zu 10 Tage

Artikelnummer: 9780415038331

Medium: Buch

ISBN: 978-0-415-03833-1

Verlag: Routledge

Erscheinungstermin: 02.11.1989

Sprache(n): Englisch

Auflage: 1. Auflage 1989

Produktform: Kartoniert

Gewicht: 264 g

Seiten: 128

Format (B x H): 189 x 246 mm

