



MINISTÈRE DE L'AGRICULTURE,
DE L'ALIMENTATION, DE LA PÊCHE ET DES AFFAIRES RURALES

Consumer understanding of labelling and nutritional claims

Q6 – Concerning any information about nutrition ...

... you are very much interested and you look for it actively	22%
... you might be interested sometimes and you have a look at it when you are given such information <i>(e.g. in the «nutrition» articles of magazines)</i>	41%
... you are little interested, because you trust yourself,	29%
... you are not interested at all	8%

Q7 – What are your two main sources of information about nutrition ?

	<u>1rst</u>	<u>2nd</u>
TV, radio, newspapers, magazines	50%	17%
Relatives (family, friends colleagues)	20%	24%
Free information telephone numbers, product labelling	13%	24%
Specialized magazines or books on health or consumer information	8%	14%
Doctors, nutritionnists, pharmacists ...	8%	14%
Others	5%	13%

Q 10 – Are you presently or were you following a specific diet during the last 12 months ?

Yes	26 %
No	74 %

Q 11 - Which kind of diet ?

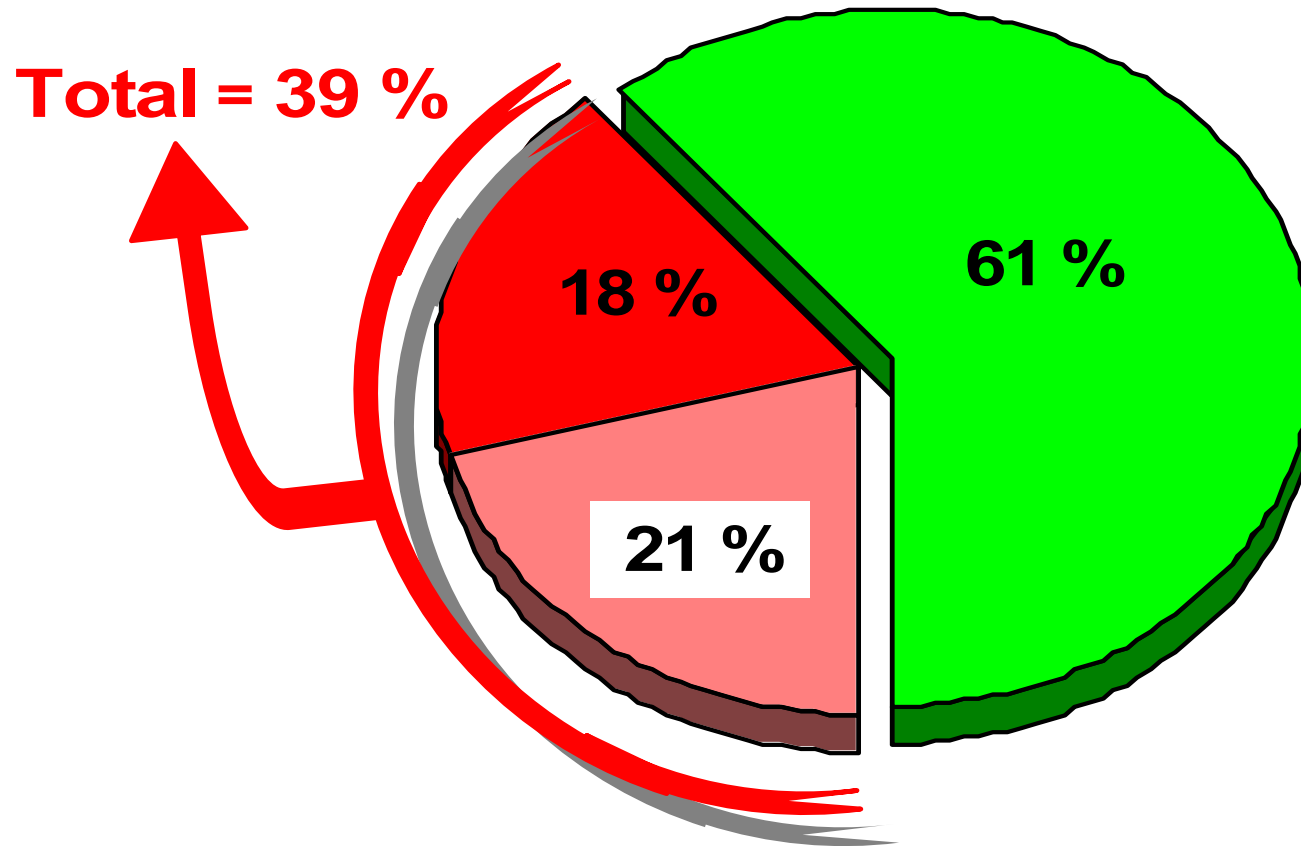
Slimming / low fat or low sugar ?	77% *
Vegetarian, vegan, macrobiotic	4% *
Without allergenes	3% *
Others	18% *

* Expressed on the total population having a specific diet

Q 12 - Do you see regularly a doctor, a nutritionnist or a dietetician ?

Yes	51%
No	49%

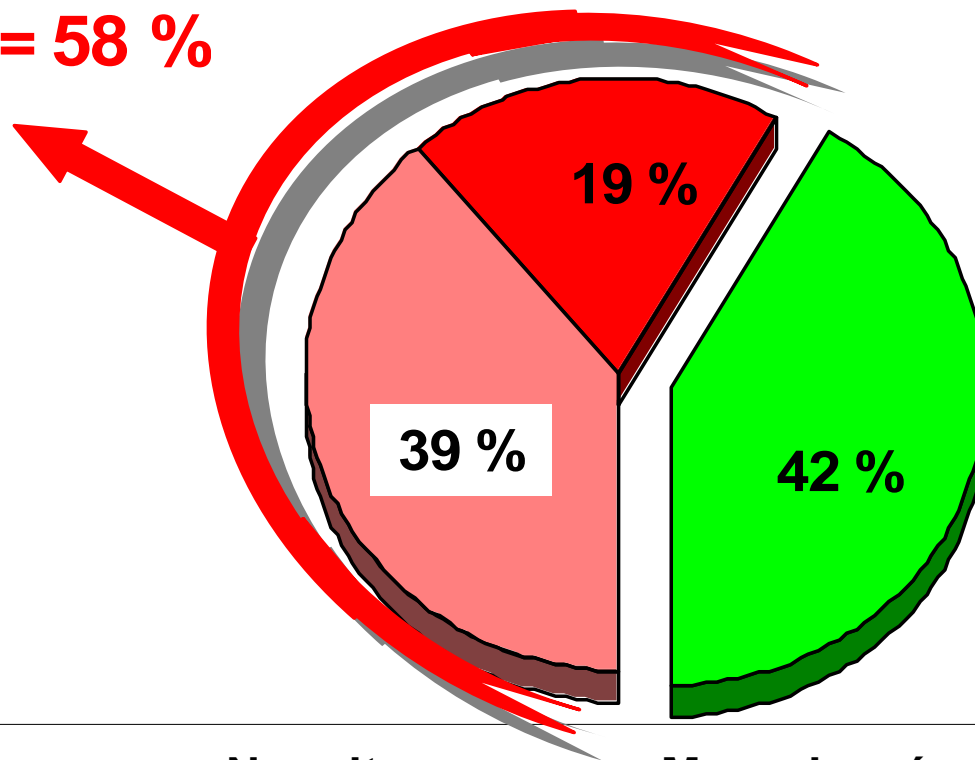
KNOWLEDGE OF "LIPIDS"



■ Good answer ■ Don't know ■ Bad answer

KNOWLEDGE OF SATURATED FAT

Don't know :
Total = 58 %



■ Bonne réponse

■ Ne sait pas

■ Mauvaise réponse

Communication through labelling

- Regulatory



- List of ingredients
- Nutritional analysis
- Fat %,
- Added sugar
- Alcohol content
- (...)

- Voluntary :

- Claims (nutritional, nutrifunctional, health)
- Explanation text about nutrition

Communication through labelling

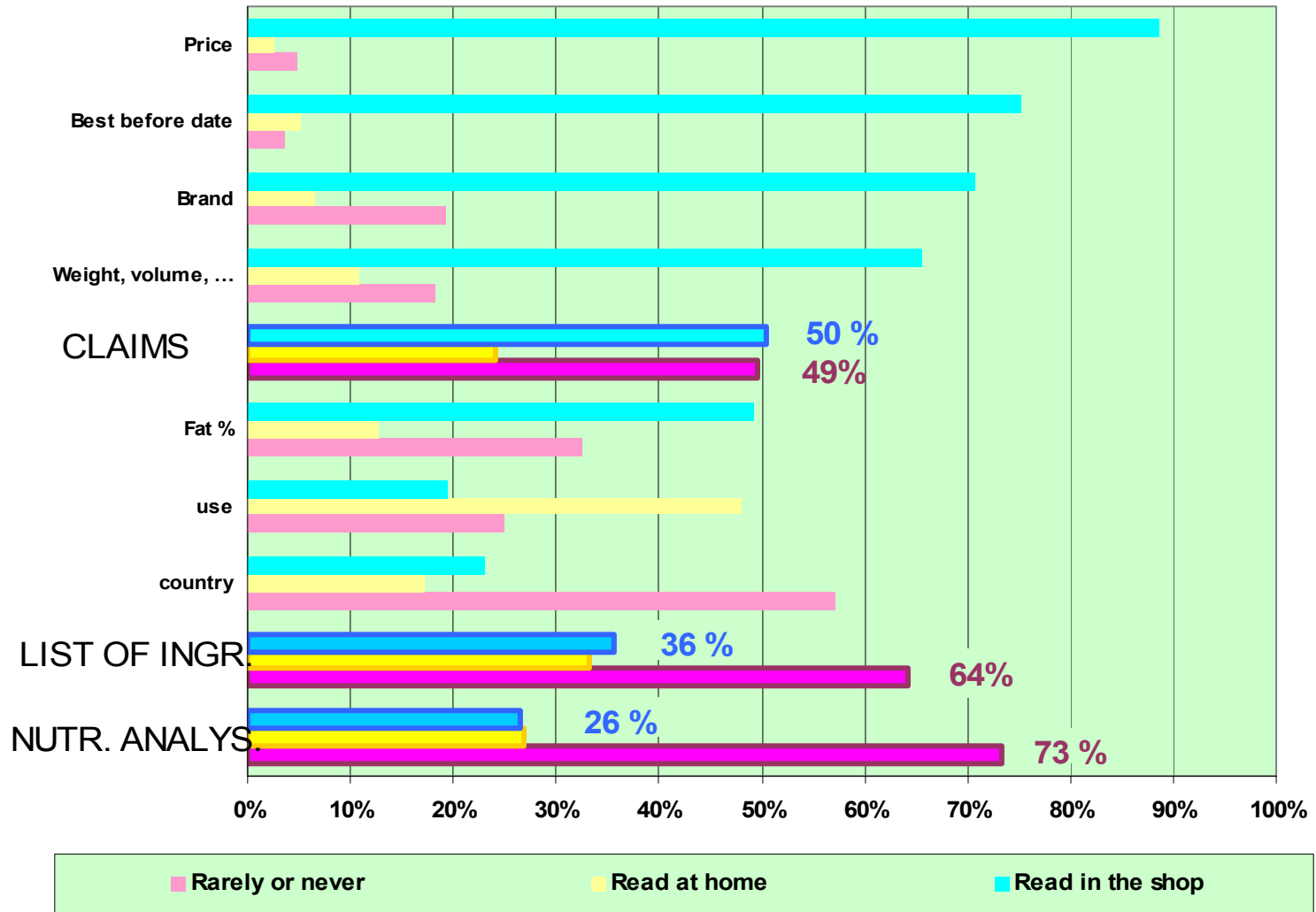
– Regulatory

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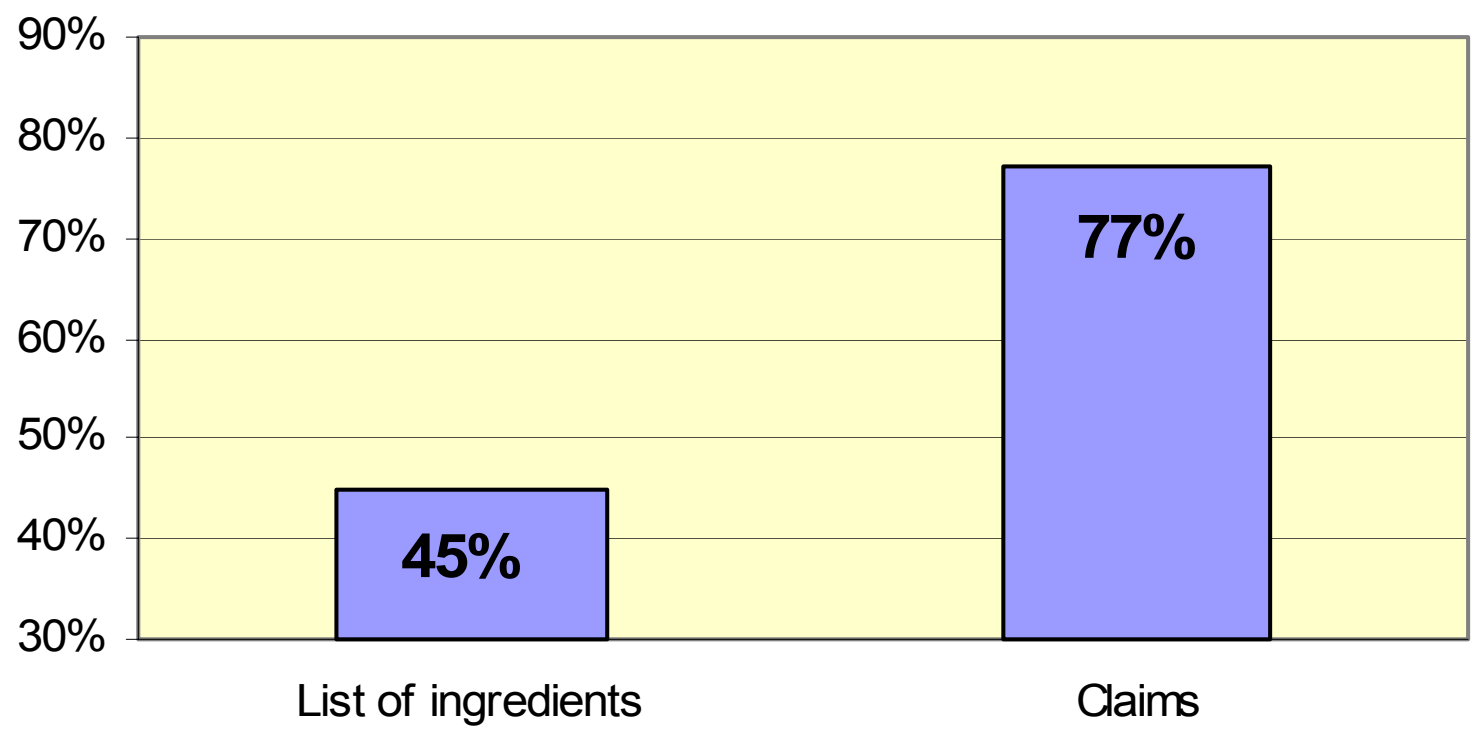
READING OF LABELLING



Causes that hinder the reading of regulatory labelling

- Difficulties to spot the information

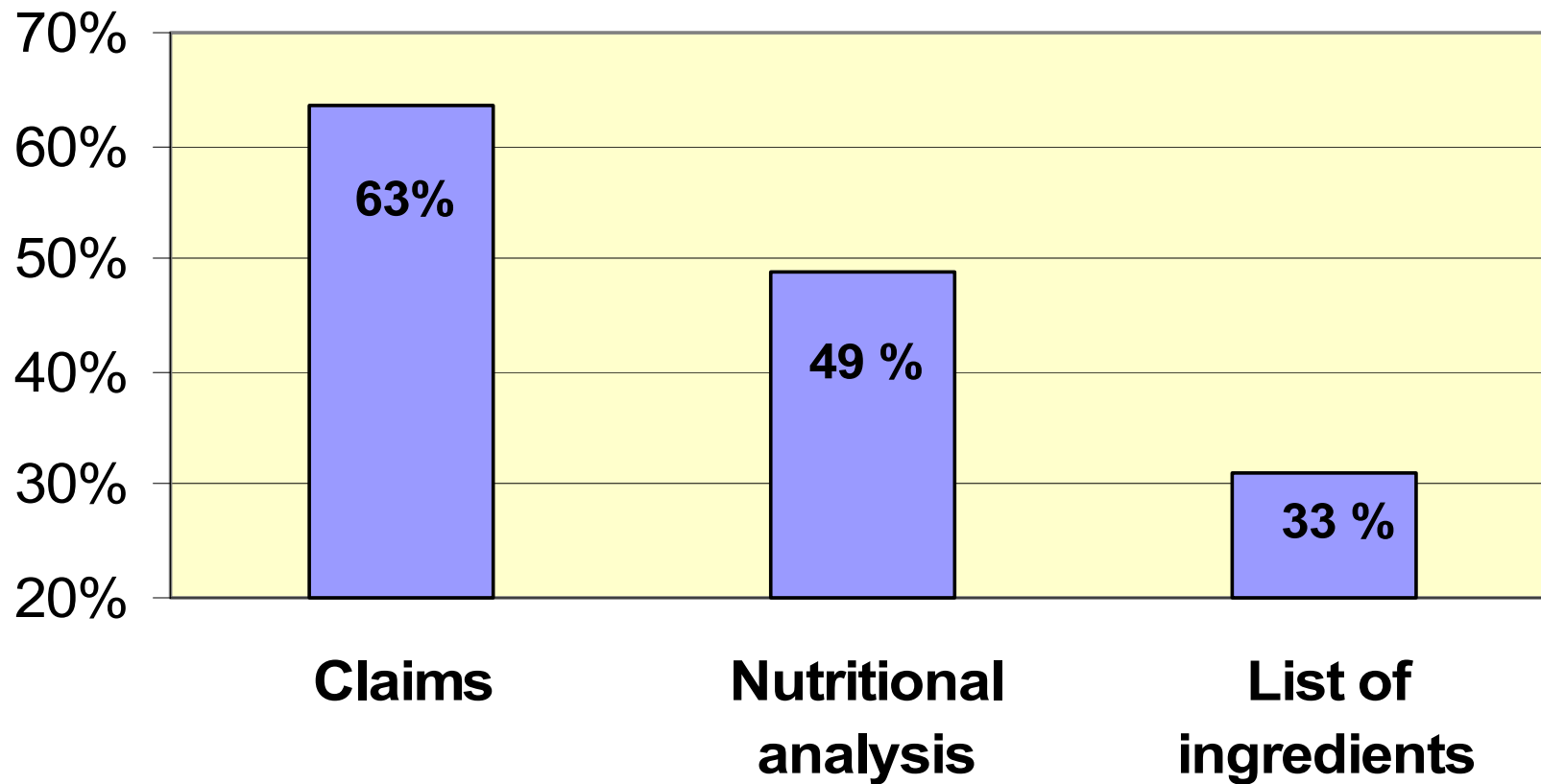
**PROPORTION OF CONSUMERS FINDING
THE RELEVANT INFORMATION EASILY**



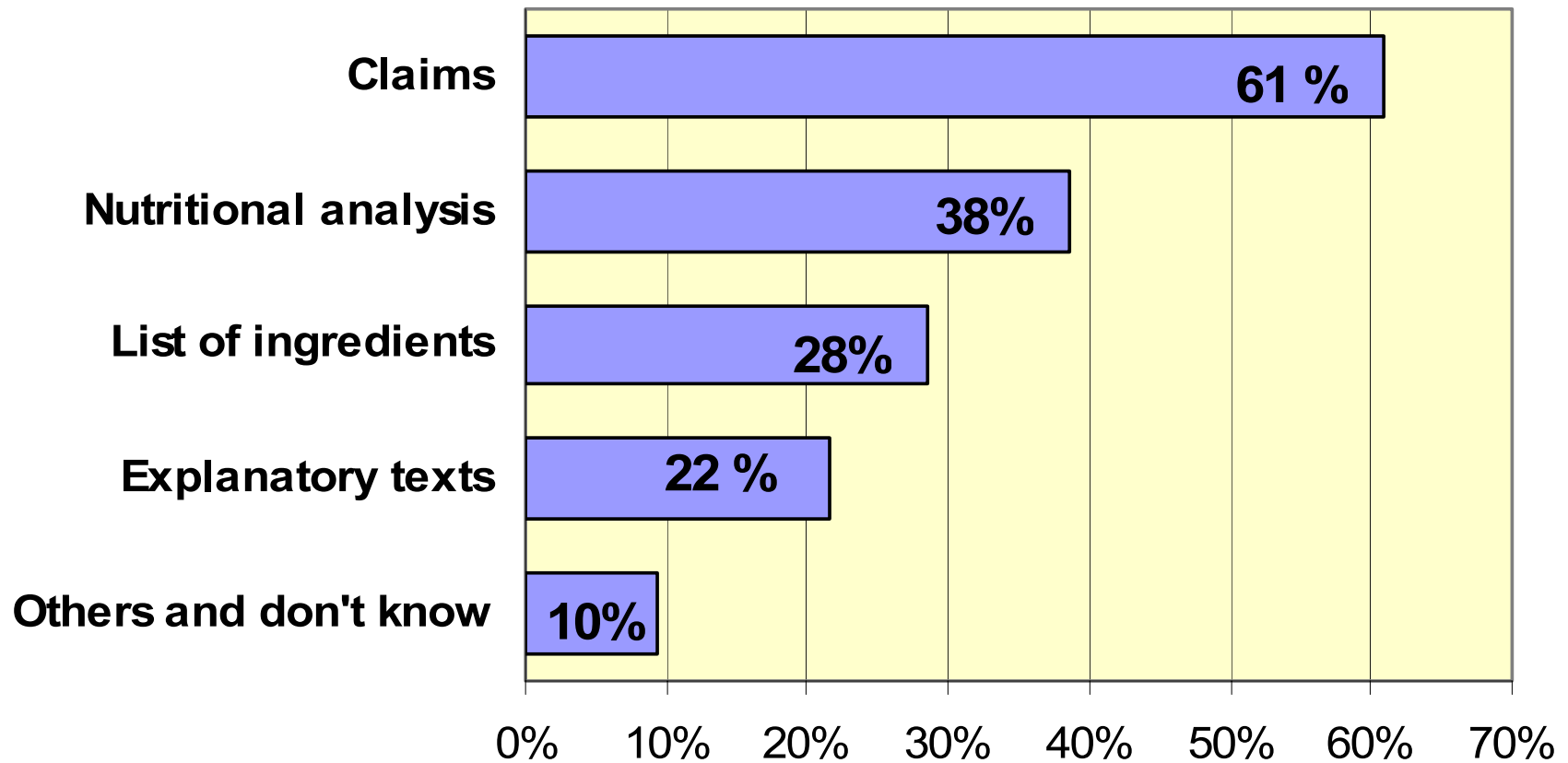
Causes that hinder the reading of regulatory labelling

- Difficulties to spot the information
- Letter size
- Understanding

PROPORTION OF CONSUMERS SAYING THEY UNDERSTAND FOOD LABELLING



**LABELLING THOUGHT TO GIVE
NUTRITIONAL INFORMATION
(on a package of biscuits)**



CONSUMER INTEREST IN IMPROVING LABELLING

● LIST OF INGREDIENTS

DEMANDE D'AMELIORATION

86%

1er : Simplification des termes

79%

2eme : Augmentation de la taille

76%

3 eme : Position.t même endroit

71%

● NUTRITIONAL ANALYSIS

DEMANDE D'AMELIORATION

73%

1er : Simplification des termes

63%

2eme : Augmentation de la taille

61%

50%

60%

70%

80%

90%

(en % des consommateurs)

Communication through labelling

– Regulatory

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- Explanation text about nutrition

Communication through labelling

– Regulatory

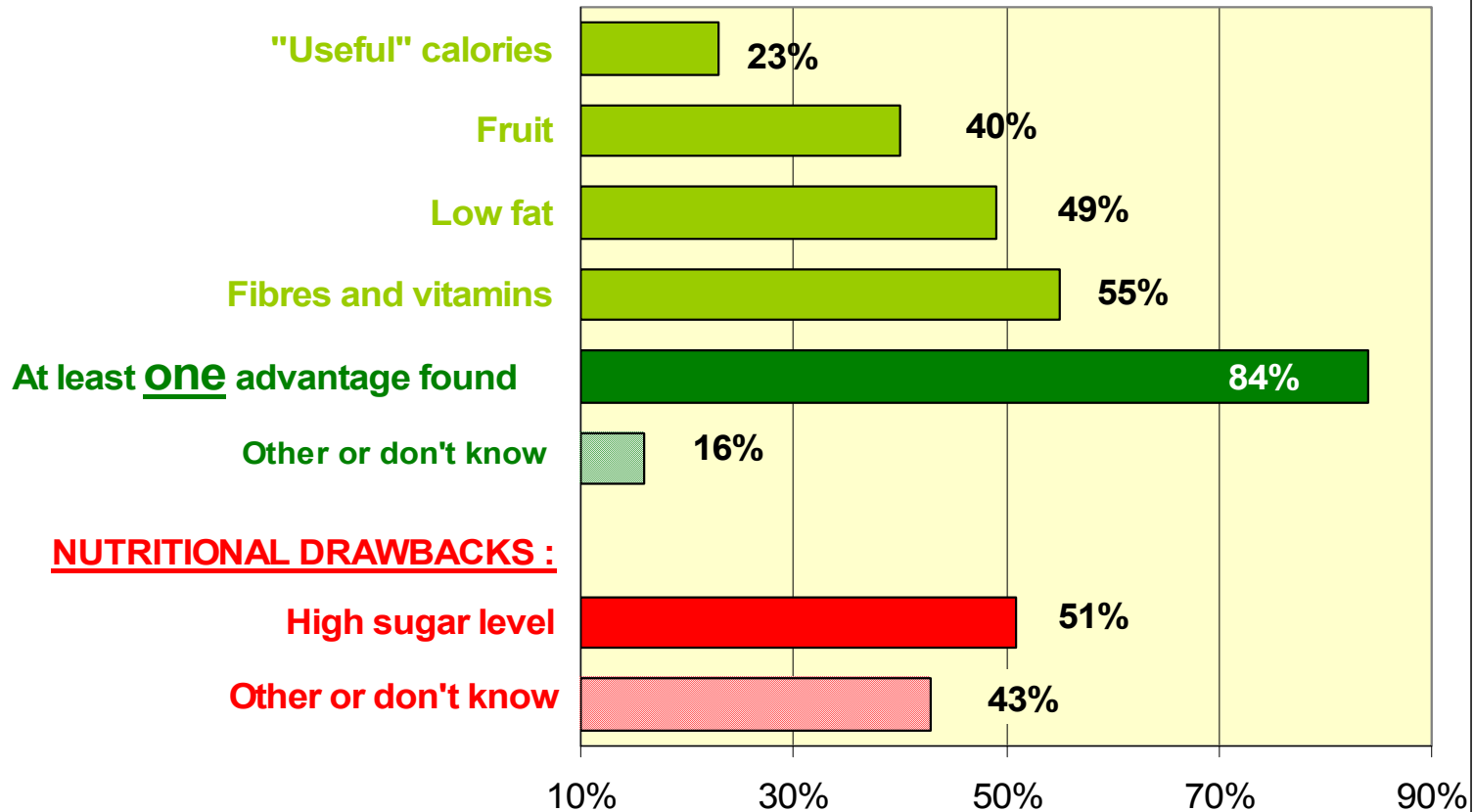
- List of ingredients
- Nutritional analysis
- Fat %,
- Added sugar
- Alcohol content
- (...)

– Voluntary :

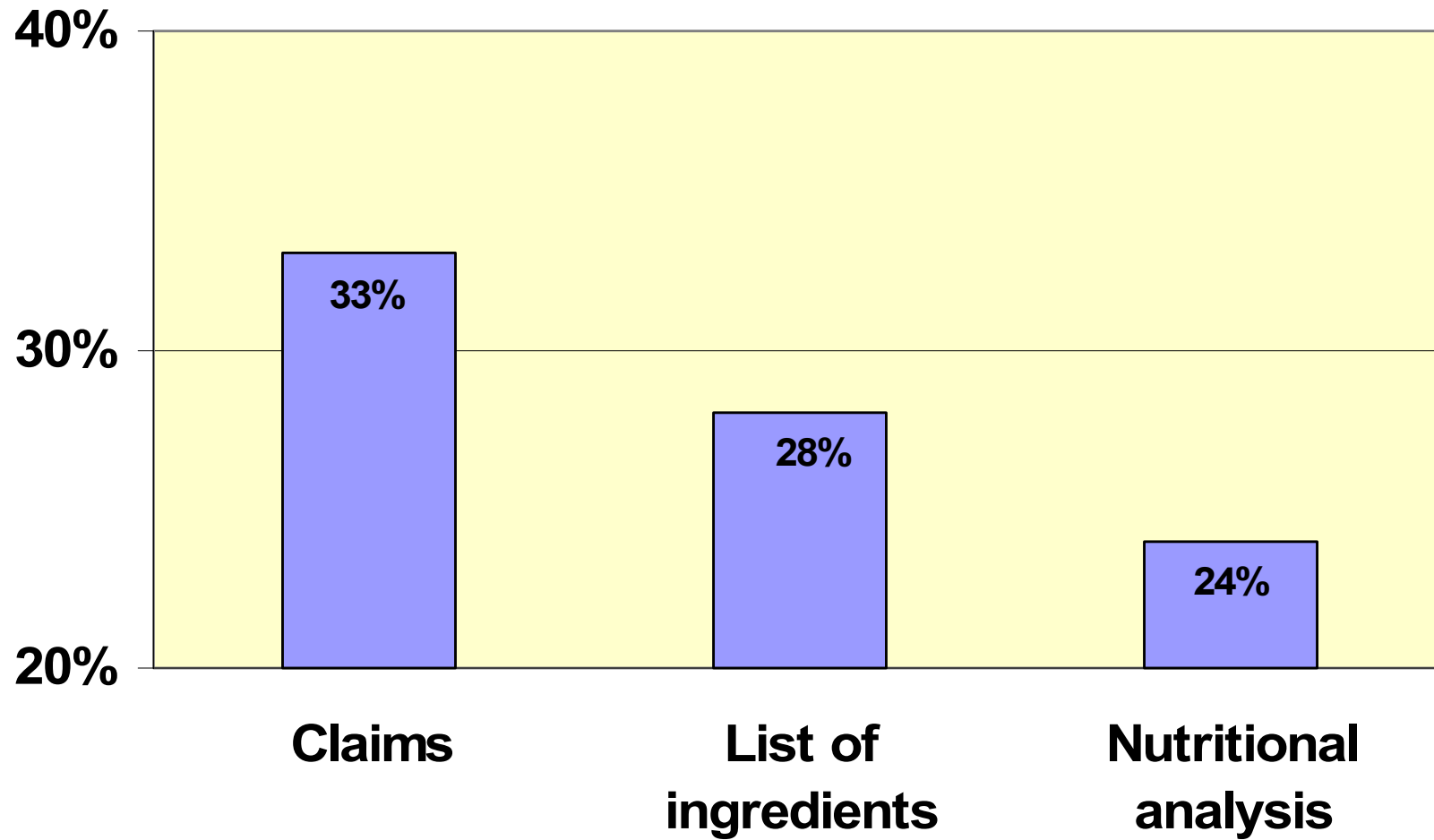
-  • Claims (nutritional, nutrifonctional, health)
- Explanation text about nutrition

NUTRITIONAL ASPECTS FOUND BY CONSUMERS ON A PACK OF BISCUITS

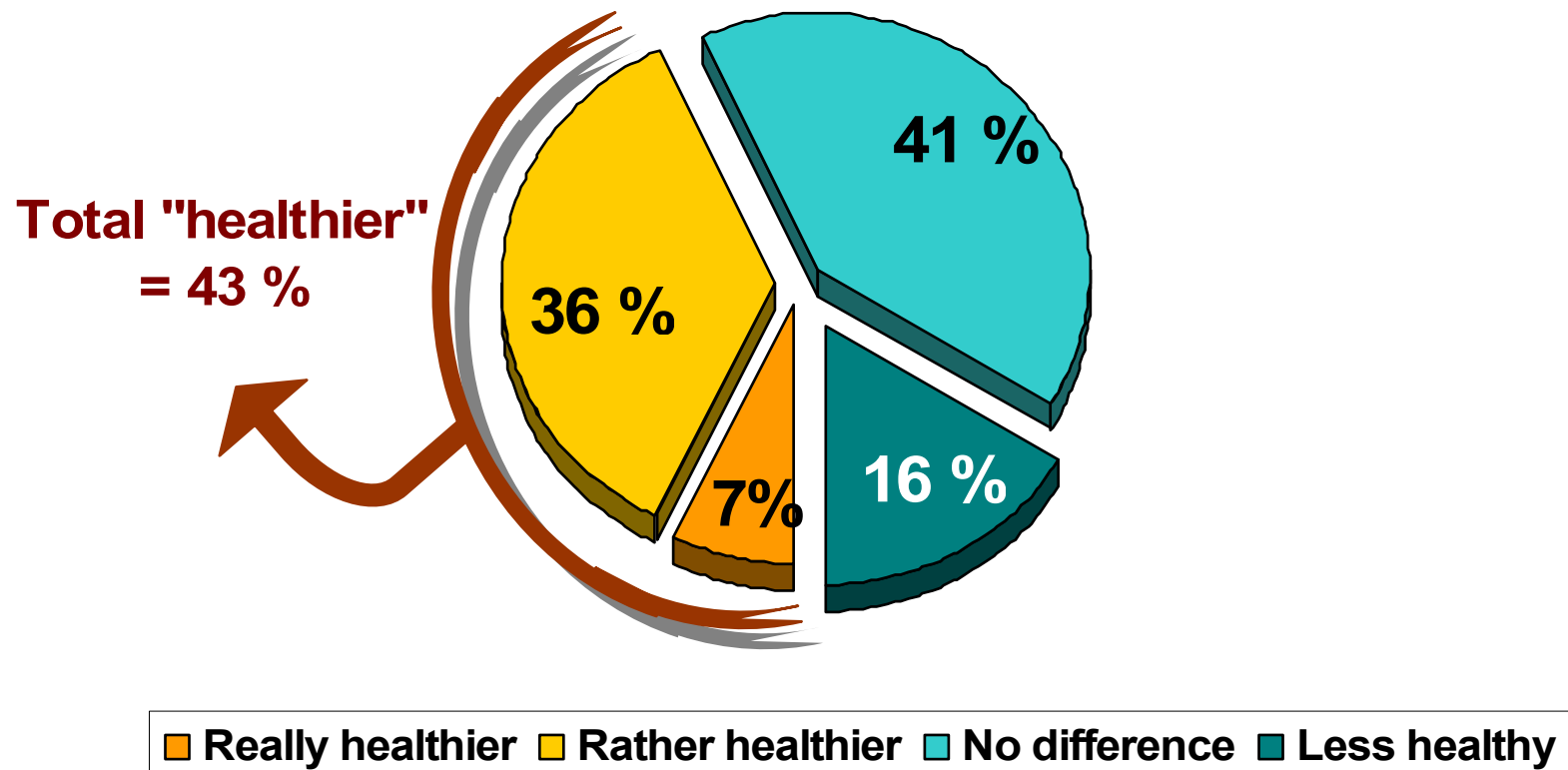
NUTRITIONAL ADVANTAGES :



**PERCENTAGE OF CONSUMERS SAYING THEY ARE
INFLUENCED BY LABELLING WHEN BUYING FOOD**



CONSUMER PERCEPTION OF CALCIUM ENRICHED ORANGE JUICE



Q 51 - Considering the high content of calcium in chocolate X « *source of calcium* » would you prefer that chocolate to another standard milk chocolate ?

Yes	25%
No	75 %

Q 52 - Could it make you eat more of chocolate X "*source of calcium*" ?

Yes	12%
No	88%

This paper was produced for a meeting organized by Health & Consumer Protection DG and represents the views of its author on the subject. These views have not been adopted or in any way approved by the Commission and should not be relied upon as a statement of the Commission's or Health & Consumer Protection DG's views. The European Commission does not guarantee the accuracy of the data included in this paper, nor does it accept responsibility for any use made thereof.