Promoting Healthier Diets Through Evolved Nutrition Labelling

EU PLATFORM FOR ACTION ON DIET, PHYSICAL ACTIVITY AND HEALTH

9 MARCH 2017
The undersigned companies announce:

• Our determination to put in place a robust nutrition labelling scheme that helps consumers make balanced and mindful choices.

• A taskforce has been launched which looks into integrating portion sizes in the existing colour-coded R.I. scheme.
Nutrition Labelling: Industry engages in dynamic process

2006
GDA Commitment launched at EU Platform

2011
EU Regulation 1169/2011
GDA rolled out across Europe

2017
Evolved R.I. announced
Taskforce launched on portions Stakeholder consultation
Industry reconfirms voluntary commitment
What is guiding our action?

Consumers

Stakeholders

EU Framework

Single Colour - Coded Labelling, integrating portions explored
Consumers: improved colour coding drives usage

Consumers believe colours are useful and easy reference, but gap in terms of understanding.

Single nutrition labelling scheme across Europe

Consumers appreciate idea of consistent labelling element Front of Pack

Better integrating portions avoids confusion
Stakeholders: consensus builds around colour-coded labels

**World Cancer Research Fund:**
“wants to see all food retailers and manufacturers include harmonised/standardised traffic light labels on the front of food packaging.”
(WCRF position statement Traffic light labelling – helping people make healthy choices)

**OECD - Organisation for Economic Co-operation and Development**
scientists find:
“...nutrition labelling may be an effective approach to empowering consumers in choosing healthier products. Interpretive labels, as traffic light labels, may be more effective”
(Findings of the study ‘Public Health/Behaviour Impact of food labelling systems on food choices and eating behaviours: a systematic review and meta-analysis of randomized studies’ by M. Cecchin and L. Warin, Health Division, OECD, Paris, France)

**WHO - World Health Organization:**
“The ideal front-of-pack labelling system is one that is interpretive, meaning that it can provide an “at-a-glance” indication of whether a food has high or low levels of a nutrient or set of nutrients. Labelling schemes such as the “colour code” system enable consumers to work out the relative nutritional value of the food quickly. There is consistent evidence that consumers support the introduction of front-of-pack labelling and that they prefer schemes which are simple and easy to use. These schemes have also been proven to help consumers make healthier choices”
(Shake the salt habit- the shake technical package for salt reduction, WHO 2016)

**IDF – The International Diabetes Federation**
advocates for
“The introduction of clear, unambiguous, colour-coded front of pack labelling which gives total sugar content, including all types of sugar.”
(IDF Framework Action on Sugar)

**WHO - World Health Organization**, recommends to:
“Implement interpretive front of pack labelling, supported by public education of both adults and children for nutrition literacy”
(Recommendation 1.7 Report on childhood obesity, released Jan 2016, WHO, Commission on Ending Childhood Obesity)

**WHO - European Region**, recommends to:
“mainstream product improvement and reformulation supported by improvement in interpretive front-of-pack labelling.”
(Priority Action of the Action Plan for Prevention and Control of Non Communicable Diseases in the European Region, adopted by Member States in October 2016)

**EHN – The European Heart Network** has been calling consistently for colour coded labelling:
“...EHN continues to call for a simplified front of pack scheme. This should be a “sign posting” scheme that would enable consumers to identify healthier choices at a glance. It should only contain key elements: energy, fat, saturated fat, sugars and salt. The front-of-pack scheme should be colour coded with red, yellow and green indicating high, medium and low levels of these elements”
(EHN report on Diet, Physical Activity and Cardiovascular Disease Prevention in Europe, November 2011)

**BEUC – European Consumer Organisation** recommends clear front pack labelling, advocating specifically for a colour-coded scheme, as it is a useful tool to help consumers identify products containing high levels of sugar, salt, fat and saturated fat
(In BEUC’s position on nutrition ‘Informed food choices for healthier consumers’, published February 2015)
European framework: implementing a European solution

- EU regulation sets framework for additional forms of expression: objective, non-discriminatory, not misleading, stakeholder consultation, consumer understanding, ....

- Consistency across the EU
  - Implementing at scale requires a European solution
    - Multinationals
    - National producers operating and exporting abroad
  - Reduces cost and complexity
  - Best impact through focused efforts on education and awareness building
Evolved nutrition labelling scheme: How to achieve a **triple win**?

- Incentives to reformulate
- Incentives for smaller portions
- Transparent information for consumers
Current colour-coded R.I. scheme: a closer look

Consumer research: Consumers appreciate the interpretative element of colour coding, but do not understand the link between the colours and the numbers provided on pack.

We have identified options for improvement on the current UK colour-coded R.I. system with a view to drive ‘portion-smart’ choices as effectively as possible.
Important role of portion size in obesity prevention widely recognised

• Portion sizes reflect better the reality of products consumed at one eating occasion

• Cochrane review emphasizes importance of (reducing) portion size

• McKinsey study - portion control and reformulation - top 2 most cost-effective interventions to reduce obesity

• EU-Funded “Food4Me” study: concludes that “although dietary choices vary across countries, there is much less variation in portion sizes, highlighting the potential for standardization of portion sizes on nutrition labels in the EU.”
We do not eat and drink 100g/ml
Limitations of current colour coding

Incentives for smaller portion sizes?  Incentives to reformulate?

40g
KitKat Chunky

17g
KitKat

Each product [40g] contains:
- Energy (212kcal basis): 11.7g
- Fat: 11% of an adult's reference intake
- Saturates: 17%
- Sugars: 34%
- Salt: 23%

Each product [17g] contains:
- Energy (81kcal basis): 4.0g
- Fat: 4%
- Saturates: 7%
- Sugars: 13%
- Salt: 9%

Each product [10g] contains:
- Energy (212kcal basis): 3g
- Fat: 1% of an adult's reference intake
- Saturates: 4%
- Sugars: 3%
- Salt: 0%

Each product [250g] contains:
- Energy (1010kcal basis): 8.16g
- Fat: 4%
- Saturates: 12%
- Sugars: 26%
- Salt: 0%

Saturates: 3% or 26% contribution to the diet?
Both get red score
What’s next?

• Provisions of Art. 35 will guide our way forward
• Taskforce launched to engage with expert stakeholders to explore a credible and workable solution to better integrate portion sizes in the current colour-coded scheme
  • Company nutritionists to develop proposals
  • Sharing for input and feedback with expert stakeholders
  • Progress and outcomes shared with broader group, incl. members of the EU Platform