



Daymon

INTERNATIONAL DEVELOPMENT CENTER

NUTRITION LABELLING SCHEMES

January, 13, 2022

WHAT'S ON THE AGENDA

- Nutrition labelling schemes front of pack (FOP)
- Nutri-score
- Traffic Light
- Presence in the Market
- Nutri-score & Traffic Light analysis
- Summary

**NUTRITION LABELLING SCHEMES
FRONT OF PACK (FOP)**

NUTRITION LABELLING SYSTEM

STRATEGIES FOR THE PREVENTION OF OBESITY



- In the 1980s, some governments started to develop FOP nutrition labels
- In the early 21st century, concomitant with the emerging global obesity epidemic and the greater abundance of processed food, the number of FOP labelling initiatives increased
- FOP nutrition labelling has been implemented in many different ways and different formats
- Schemes can be divided into:
 - '**nutrient-specific**' schemes - providing detailed nutritional information on specific nutrients
 - '**summary indicator**' schemes - providing a synthetic appreciation of the product's overall nutritional quality/healthfulness



LABELING SYSTEMS




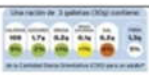




FRONT OF PACK (FOP)

- Display reliable information
- Simple and visually interpretive format
- Encourage the industry to improve their products (healthier options)
- Quick decision on the nutritional content and/or health value of the product
- Enable conscious and better choices



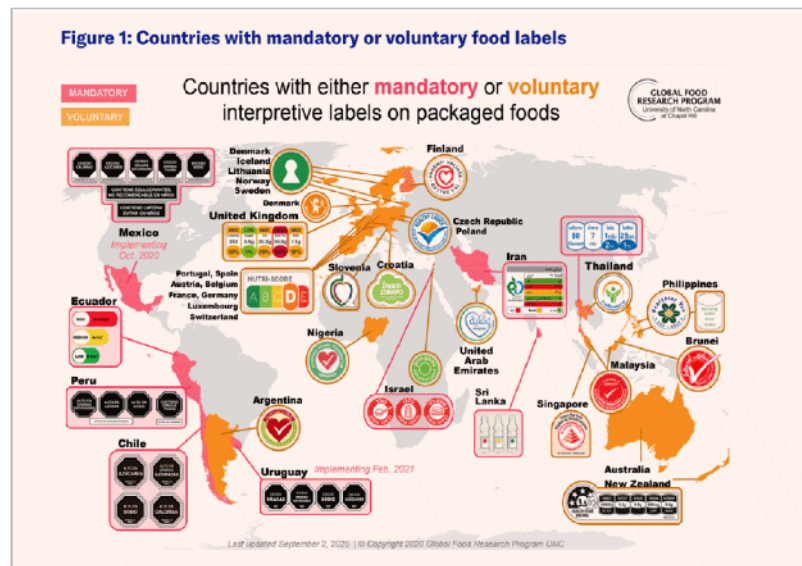
NUTRITION LABELLING SYSTEM

FRONT-OF-PACK SCHEMES

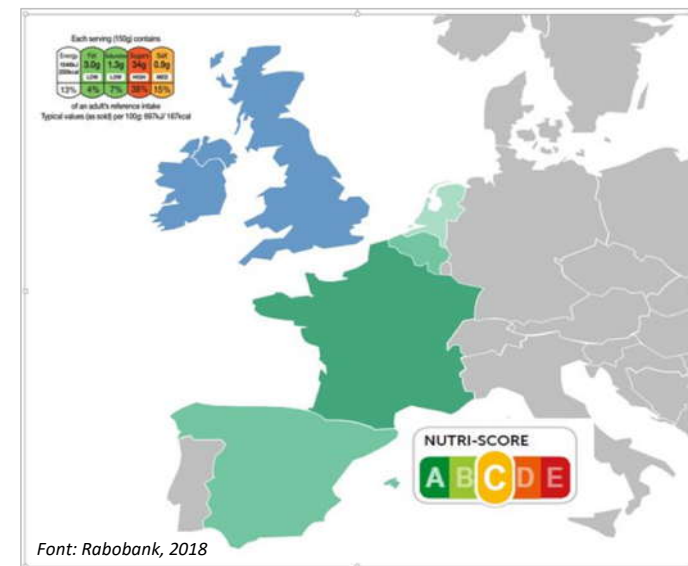
<i>Taxonomies put forward in the literature</i>				<i>Examples of FOP schemes</i>		<i>Developer</i>	<i>EU Member State</i>
Nutrient-specific labels	Numerical	Non-directive	Reductive (non-interpretative)	<i>Reference Intakes label</i>		<i>Private</i>	<i>Across the EU</i>
				<i>NutrInform Battery</i>		<i>Public</i>	<i>IT</i>
	Colour-coded	Semi-directive	Evaluative (interpretative)	<i>UK FOP label</i>		<i>Public</i>	<i>UK</i>
				<i>Other 'traffic light' labels</i>		<i>Private (retailers)</i>	<i>PT, ES</i>
Summary labels	Positive (endorsement) logos	Directive	Evaluative (interpretative)	<i>Keyhole</i>		<i>Public</i>	<i>SE, DK, LT</i>
				<i>Heart/Health logos</i>		<i>NGO</i>	<i>FI SI</i>
				<i>Healthy Choice</i>		<i>Public</i>	<i>HR</i>
	Graded indicators			<i>Nutri-Score</i>		<i>Private</i>	<i>CZ, PL</i> <i>Phased out in NL</i>
						<i>Public</i>	<i>FR, BE</i> <i>ES, DE, NL, LU</i>

NUTRITION LABELLING SYSTEM

PRESENCE OF DIFFERENT FOP LABELING SYSTEMS IN THE WORLD



Mandatory and Voluntary adoption of nutritional labelling schemes



Nutri Score scheme vs Traffic Light scheme in Europe

NUTRI-SCORE

NUTRI-SCORE

WHAT IS ABOUT



- A front-of-pack label that informs about the **nutritional quality** of a product, in a simplified and complementary way
- Based on a five-color nutritional scale: from dark green to dark Orange
- Associated with letters , from A to E, to optimize the logo accessibility and understanding by the consumer

How are the points attributed?

- The logo is attributed according to the **calculation of a single and overall score** that considers for every 100g/100ml of food product:
 - the amount of nutrients that should be **limited**: **energy, saturated fatty acid, sugars, salt**
 - the amount of nutrients and foods that should be **encouraged** (**fibers, proteins, fruits, vegetables, pulse, nuts, and rapeseed, walnut and olive oils**)

NUTRI-SCORE

CALCULATION OF THE NUTRITIONAL SCORE

The nutritional score is calculated:

- the same way for all food products, save for products for children from 0 to 3 years, cheeses, vegetable and animal fats, and drinks
- using the data from the nutritional declaration for 100g of the product as sold
- by **subtracting the total number of positive points** (P: fibers, proteins, fruits, vegetables, pulse, nuts, and rapeseed, walnut and olive oils) **from the total number of negative points** (N: energy, saturated fatty acid, sugars, salt)

Nutritional score = total N points - total P points

CLASSIFICATION OF THE FOOD PRODUCT

USING THE FIVE-LEVEL NUTRITIONAL SCALE

In general, the following ranges to consider are as follows:

Class	Score ranges	Colour
A	Min to - 1	Dark green
B	0 - 2	Light green
C	3 - 10	Light orange
D	11 - 18	Orange
E	19 - max	Dark orange

- The graphic symbol is placed on the lower third of the front of the packaging.
(not applicable to packages whose largest surface is < 25 cm²)
- The characteristics of the Logo, especially its size and color, are defined in the Conditions of Use of the Nutri-Score collective mark.



TRAFFIC LIGHT

TRAFFIC LIGHT

LABELLING SYSTEM

Informs whether a food has high, medium or low amounts of:
Fat; Saturated fat; Sugars and Salt

Red – High amounts of controlled ingredients

- Consumer should try to cut down, eat less often or eat smaller amounts

Amber – Average presence of controlled ingredients

- Can be consumed most of the time but not dominating choices

Green – Low presence of controlled ingredients

- the more green lights a label displays, the healthier the food choice is

Also informs the amount of calories in a specific product

Each serving (150g) contains

Energy	Fat	Saturates	Sugars	Salt
1046kJ 250kcal	3.0g LOW	1.3g LOW	34g HIGH	0.9g MED
13%	4%	7%	38%	15%

of an adult's reference intake

Typical values (as sold) per 100g: 697kJ/ 167kcal



TRAFIFIC LIGHT

CRITERIA TO ESTABLISH THE RIGHT COLOURS

Per 100g/food, depending on the concentration of these four nutrients, food will have a combination of colours:

	LOW	MEDIUM	HIGH	
	Per 100g	Per 100g	Per 100g	Per portion
Fat	3.0g or less	3.0g - 17.5g	More than 17.5g	More than 21g
Saturates	1.5g or less	1.5g - 5.0g	More than 5.0g	More than 6.0g
(Total) Sugars	5.0g or less	5.0g - 22.5g	More than 22.5g	More than 27g
Salt	0.3g or less	0.3g - 1.5g	More than 1.5g	More than 1.8g

REFERENCE INTAKE INDICATORS

DAILY RECOMMENDED DIET

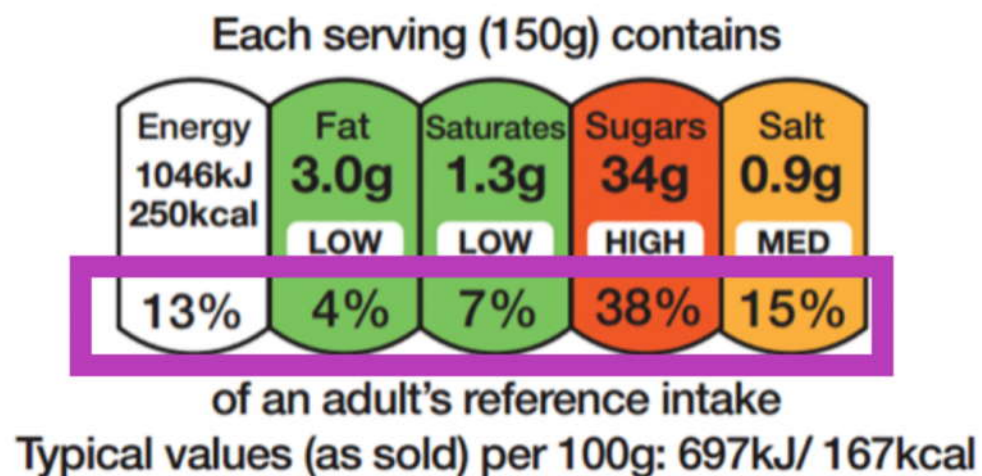
Reference Intake

- shown in percentages
- how the amount of fat, saturates, sugars and salts within that product fits into your daily recommended diet

In this case, the amount of sugar is 38% of the total recommended daily intake



you should be careful of the amount of sugar consumed in other foods throughout the day

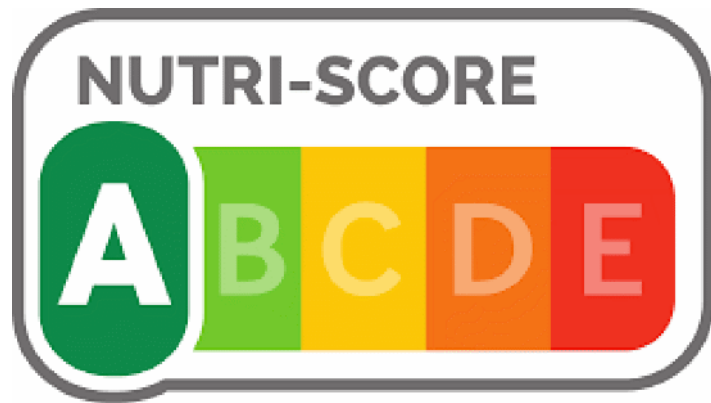


The recommended calorie intake:
Women 2000 calories/day

PRESENCE IN THE MARKET

SYSTEMS USED BRANDS/RETAIL

NUTRI-SCORE



MIGROS



SYSTEMS USED BRANDS/RETAIL

TRAFFIC LIGHT



NUTRI-SCORE & TRAFFIC LIGHT ANALYSIS

NUTRI-SCORE



ANALYSIS

STRENGTHS	WEAKNESSES	IMPROVEMENT OPPORTUNITIES
Guiding, direct and intuitive information	Absence of symbols for colorblind	Training the public to improve food literacy and particularly in the interpretation of the nutri-score
Products evaluated in a scale	Extend to all food products and not just the eligible	Including the information by portion (eg: in an APP for smartphone), along with information per 100 g
Positive and negative evaluation	Foods sweetened with sweeteners can be rated positively	
Nutrients combined and evaluated together in order to provide a health assessment	Foods with high nutritional interest (eg: fruits oilseeds, olive oil) can be classified as negative	

NUTRI-SCORE

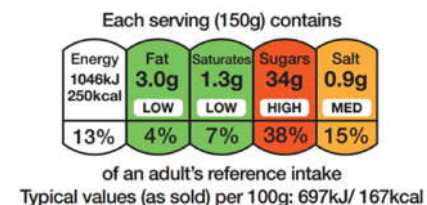
EXAMPLES



No Sugar Coca Cola ranks better than Extra Virgin Olive Oil

TRAFFIC LIGHTS

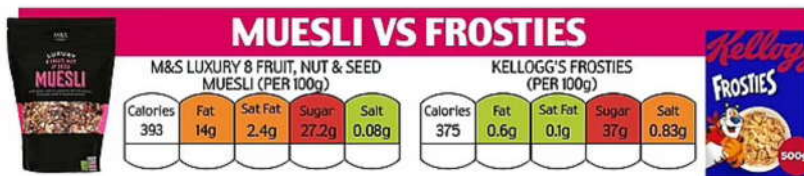
ANALYSIS



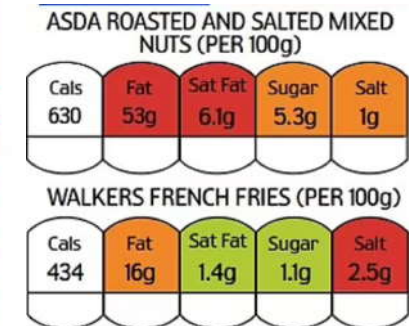
STRENGTHS	WEAKNESSES	IMPROVEMENT OPPORTUNITIES
Guiding, direct and intuitive information	Absence of symbols for colorblind	Training the public to improve food literacy and particularly the interpretation of the nutritional traffic lights
Increasing public awareness	Three-color encoding may be limited	Including the information by portion (eg: in an APP for smartphone), along with information per 100 g
Captivating for young population	Product analysis is not global Analysis for specific ingredients and not overall	
Positive and negative evaluation	Foods sweetened with sweeteners can be rated positively	
	Foods with high nutritional interest (eg: fruits oilseeds, olive oil) can be classified as negative	

TRAFFIC LIGHTS

EXAMPLES



The 20% nuts, seeds and coconut flakes means the muesli gets amber traffic lights for both fat and saturated fat, yet Frosties is green for both.



nuts seem healthier than the crisps — they are 53 % total fat (compared with 16% in the crisps); 6.1% saturated fat, which is also in the red zone, and thanks to naturally occurring sugar, they're worse for sugar, too.

SUMMARY

CONCLUDING REMARKS

Front-of-pack (FOP) nutrition **labelling aims to help consumers to make health-conscious food choices** by providing **at-a-glance nutrition information**

A **variety of FOP schemes have been developed** by public institutions, health NGOs and/or private sector

Some studies do confirm that **evaluative FOP schemes** using color-coding and/or color-coding in combination with a graded indicator **can improve the nutritional quality of food choices** in real-life

Several other studies also show that the **effect** of a FOP scheme can be **substantial** if its introduction is **combined with awareness and/or communication campaigns**

The priority should be to give consumers better information on the nutritional value of foods

It would be great if we could have in a near future **harmonized mandatory FOP nutrition labelling**

QUESTIONS?

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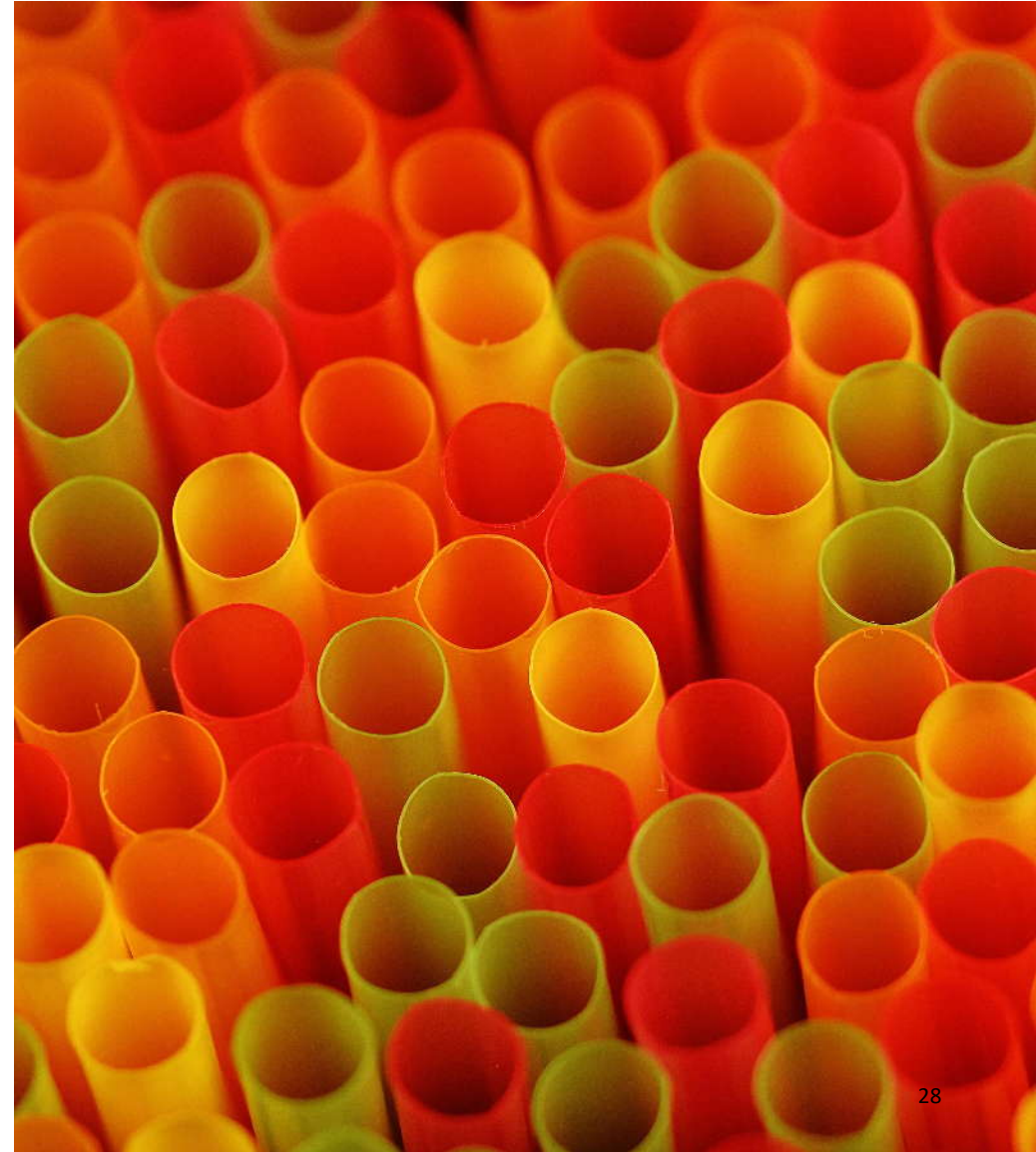
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