

Front-of-pack labelling research

Consumentenbond, 2018

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Front of pack labelling

Some history in the Netherlands

- two competing industry self regulatory 'positive' logos since 2006
- 2012: merger into one scheme
- one scheme, two appearances:



Front of pack labelling

2012 and 2016 research by Consumentenbond

Problems:

- what does it actually stand for?
- green? blue?
- confusing product categories
- no logo: why?

2016:

- Consumentenbond filed objection to government approval
- objection was declared well-founded
- withdrawal of government's approval
- Choices logo phased out
- RIVM: no convincing evidence that it leads to product reformulation



Fundamental differences



- not present on certain categories (e.g. snacks, ice-cream)
- no sweeteners allowed
- based on government recommendations



- (also) present on non-essential foodstuffs like snacks and ice-cream
- sweeteners allowed
- based on pragmatic considerations

2018 FOP labelling research



- 6 mock ups of 1L yoghurt packaging: Keyhole, Nutri-Score, UK traffic light
- Qualitative: 16 interviews
- Quantitative: 1056 respondents (representative for Dutch population)



Each portion (94 g) contains

	Fat	Saturates	Sugars	Salt
Energy 924 kJ 220 kcal	13 g	5,9 g	0,8 g	0,7 g
11%*	19%*	30%*	<1%*	12%*

*of an adult's reference intake
Typical values per 100 g: 966 kJ / 230 kcal

Results qualitative research



General information we got from the qualitative research:

- FOP labelling gives added value to make an informed choice
- FOP labelling is not a replacement for BOP information
- Explanation, transparency and independence of who and what's behind the scheme is important
- Application as broad as possible. Not just healthy/healthier products

Results quantitative research



General information we got from the quantitative research:

- Support for a scheme: 71% of respondents think FOP labelling is a good idea (22% is neutral, 5% don't think it's a good idea)
- Patronizing? Just 18%

Results qualitative research



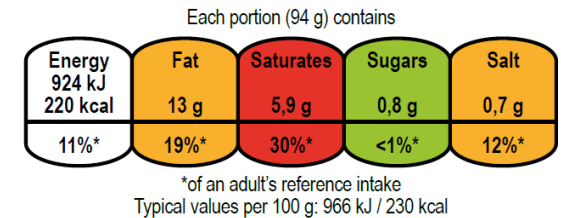
+ simple

- too simplistic
- meaning unclear, some scepticism
- too little nuance



+ easily recognisable
+ appreciated after information was given

- information necessary for credibility

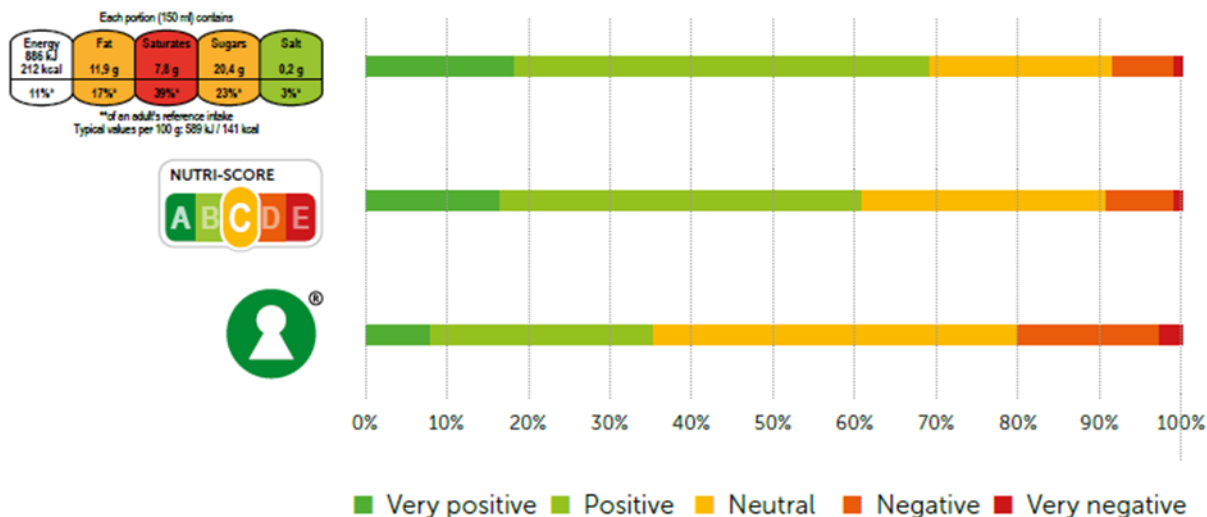


+ colour coding is attractive
+ complete
+ understandable

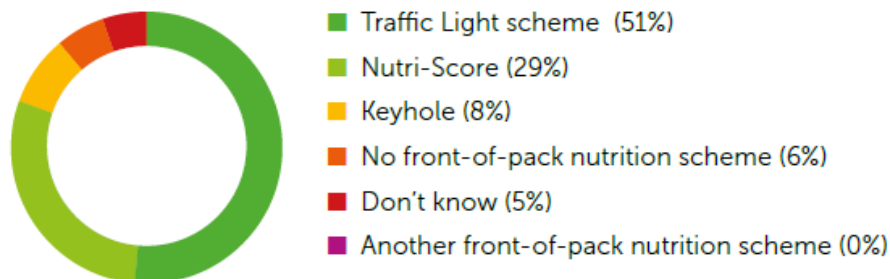
- detailed information (% RI etc.) not easy
- information per 100ml/100g seems preferred

Results quantitative research

What is your impression of this front-of-pack nutrition scheme? (N=1056)



If you could choose, which front-of-pack nutrition scheme would you like to see on the front of products? (N=1056)



Conclusions



1. Clear support for the introduction of a Front-of-Pack label in the Netherlands
2. Key elements of a FOP label:
 - traffic light colour coding (intuitive, attractive and easy to understand)
 - transparent what institution is behind it and how criteria have been set
 - independency
 - applicable to all products, not just healthy/healthier choices
 - a good balance between detail and simplicity

Recommendations



Development and introduction of a consumer friendly scheme based on:

- traffic light colour coding
- further independent consumer research
- transparency

It's about consumers

'THERE IS TOO MUCH CONFUSING INFORMATION ABOUT WHAT IS AND WHAT IS NOT HEALTHY FOOD',

says Annick Nijman from Wassenaar, participant in our questionnaire. According to her, a front-of-pack nutrition scheme can bring clarity. 'But not like the Dutch Choices logo. I never paid any attention to that. I thought it was unreliable. No, a nutrition label has to be implemented by an independent organisation and has to give all of the information you need.' In the questionnaire Nijman thought the Traffic Light scheme was the clearest. 'If you want to know how much salt or fat a food product contains, you have to read through the entire label. But if you have to do that for every product, you'll spend a lot of time doing grocery shopping. The Traffic Light scheme shows at a glance, in both numbers and colours, how a product "scores".'



**MY
STORY**

Thank you for your attention

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