



Joint meeting Member States and Stakeholders on front-of-pack nutrition labelling

**Monday 22nd
October, 2018**

Emma Calvert

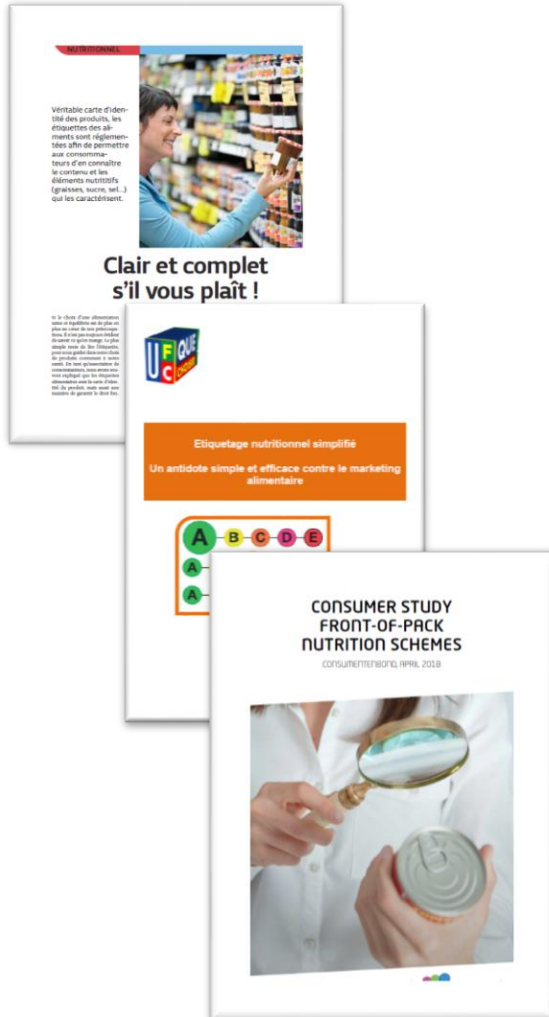
Food Policy Officer, BEUC

Front-of Pack Nutritional Labelling



- Context: high rate of diet-related **non-communicable diseases and overweight/obesity**
- Front-of pack nutritional labelling : key tool to help make the **healthier choice the easier choice** for consumers
- **WHO:** calls for countries to develop and implement consumer-friendly FOPLs
- **EU Action Plan on Childhood Obesity 2014-2020:** 'Nutrition needs to become more useful and easy to understand for everyone including lower socio-economic groups'

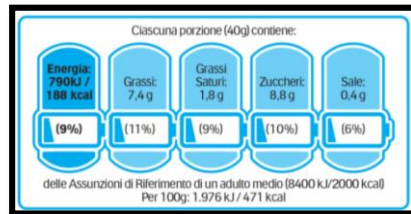
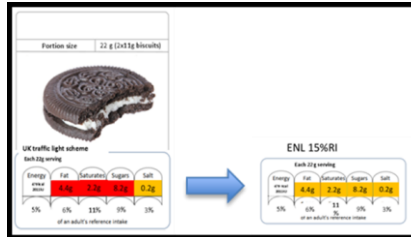
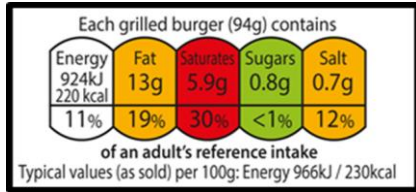
European Consumer Organisations



- Consumer research conducted by our members:
 - FOP Nutritional Labelling is **something consumers want and prefer**
 - **Without colour-coding people have difficulty** determining if a food is high in fats, salt or sugar
 - Consumentenbond, April 2018: 80% consumers want colour-coding
 - FRC, October 2018: 84% consumers like colour-coding
 - (48% NutriScore, 47% Traffic Lights, 3% Evolved Nutrition Label)
 - Important to know who is behind the scheme- development should be independent of commercial interest

- **Missed opportunity** to introduce colour-coding in FIC...**but welcome that MS can do so**

Front-of Pack Nutritional Labelling: Recent Developments



- UK Traffic Light and French Nutriscore
- Evolved Nutrition Label: 'trials' in EU Member States
 - Misleading for consumers
 - Significant reduction in reds
- Italian Proposal
 - No colour-coding
 - Complexity of GDAs and a battery symbol

Front-of Pack Nutritional Labelling: BEUC position

- **Logical colour-coding** based on per 100g product so consumers can make comparisons
- Demonstrated effectiveness of label to help *all* consumers understand nutritional quality (including **lower socio-economic groups**)
- Developed on the basis of **scientifically valid and independent evidence**
 - Evidence should not rely on 'preference' but on demonstrable **objective understanding**
- Development should be conducted in an **open and transparent manner** and led by **public authorities**

Thank you



The Consumer Voice in Europe



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FOP labelling developments

Consumentenbond

Dutch Consumers Association

Henry Uitslag

food expert

October 2018



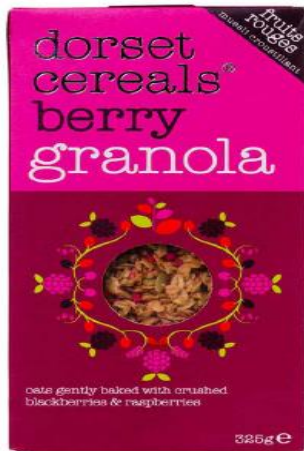
April 2018 FOP labelling research



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
 - right balance between detail and simplicity

October 2018 FOP labelling research

- Photoshops of breakfast cereals: no FOP-label, Nutri-Score, UK multiple traffic light (UK MTL)
- Quantitative: 1631 respondents (representative for Dutch population)

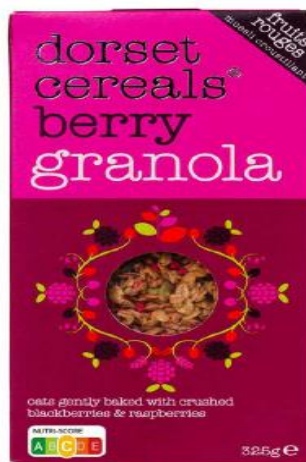


No FOP

(59%), gouden syrup (zwerfuitkeertroep), zonnebloemolie (zonnebloemolie, antioxifant, natuurlijk toevoerd*), zonnebloempitten (9%), pompoempitten (9%), droogdroogde frambozen (1,6%), frambozenpuree (1%), droogdroogde zwarte bessen (1%), bresambonempuree (0,9%), natuurlijk aromastoffen.

* Dit is een plantaardige antioxidant waarvan we een vroege toewoeging zodat alles vers en lekker van smaak blijft.

	per / per	per / per
	100g	100g
Energie / Energie / local	30	490
vet / Vetten / Olieven / of which saturated / verzadigde vetzuren / dont acidie gram saturable / verzadigde vetzuren / di cui saturi	55g	2g
Carbohydrates / Koolhydraten / Glucose / Koortolglycose / Dextrose / of which sugars / waarvan suikers / dont simple en sucre / don't simple en sucre / bower sukkeroer / di cui zuccheri	54g	18g
Fibre / Vezel / Tensie en fibre / Koortol / Fibre	72g	
Protein / Eiwitten / Proteïnen / Protein / Proteïne	10g	10g
Salt / Zout / Na / NaCl / NaCl	0,17g	0,17g

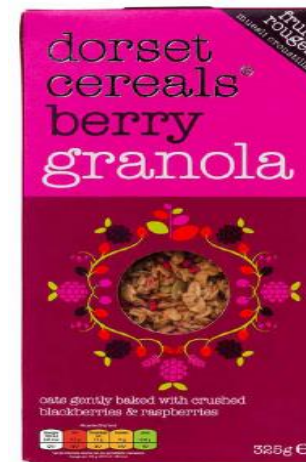


Nutri-Score

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UK MTL

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Back of pack was visible, images were zoomable

Results

Respondents were asked two questions:

1. In case you have to choose, which one would you choose?
2. Which one of the two options do you think is healthier?

Results

1. For all comparisons, more respondents chose the healthier option when Nutri-Score or when the MTL was present, compared to the group that saw the packaging without FOPL.
2. In 3 out of 4 cases, more respondents gave the right answer when Nutri-Score or when the MTL was present, compared to group that saw the packaging without FOP label.

Conclusion

Both Nutri-Score and the UK MTL had a positive impact on the choices made by respondents

Results

Opinion:

- 74% of respondents support FOP label on breakfast cereals (21% neutral, 4% disagrees)

“It’s easier to make a choice this way.”

“the introduction would be incredibly helpful for so many people in their busy lives”

“I wonder how reliable this labels are? Isn’t it just a media stunt?!”

Recommendations

Development and introduction of a consumer friendly scheme based on:

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



Thank you for your attention

www.consumentenbond.nl/weetwatjeet