
ADDITIONAL NUTRITION LABELLING: ITALIAN PROPOSAL

***Joint meeting on front-of-pack nutrition labelling
22nd June 2018***

Italian proposal and the WG

Italian input to discussion related to art. 35 criteria for its definite and univocal application.

Aim of the proposal:

To elaborate a national scheme that could contribute and facilitate the adoption of a harmonised system.

- Involvement of **4 Ministries** (Economic Development, Health, Agriculture, Foreign Affairs) with a Technical Research Body (Crea Food and Nutrition).
- A group of **57 nutrition experts and representatives of private sector** namely associations of agro-food sectors.

FOP Informative purpose/1

- **FOP should not create a ranking of food** based on health effects difficult to be demonstrated considering single food or ingredient.
- We should avoid the risk for consumers to have generalised food selection replacing or reducing the impact of specific education campaigns.
- FOP nutritional information should support health policies without replacing them and without replacing scientific nutritional recommendations aimed to guide consumers toward responsible choices.

FOP Informative purpose/2

- Facilitate understanding of food nutritional characteristics, helping consumers to better understand the nutritional declaration;
- Provide consumers with content of nutrients in order to build a varied and balanced diet.
- Provide a clear picture of the nutritional importance of food in the diet, even with an effort for understanding information, **avoiding good/bad dualism.**

Italian nutritional strategies

To be mentioned MoH main actions to fight overweight and obesity and improve food nutritional quality:

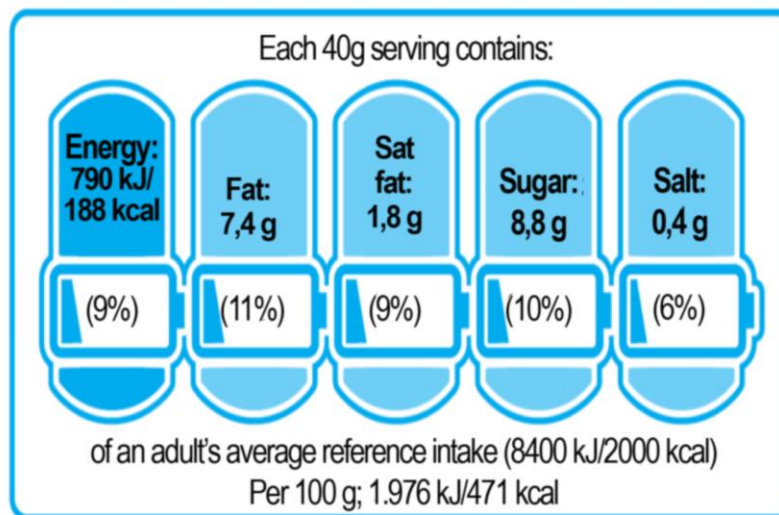
- regulation of the commercial communication of food target to children- monitored by the Advertising Self-Discipline Institute.
- collaboration with industrial sector for reformulation of several products in order to reduce sugars, saturated and trans fats, salt, increase fiber content and reduce portions – Expected targets were achieved and outdone.

The Italian proposal: background

- Emphasis on nutritional information value of foods respect to health effects;
- **Compliance with art. 35** based on dietary reference assumptions as defined in Annex XIII;
- Represents a graphic evolution of the icons of the RI;
- It does not refer to 100 gr. but it is based **on real portions' size** to inform on the nutritional content and help to consider overall diet and not evaluate just a single food.

The Italian proposal: graphical representation

- Maintained the representation of RI columns integrated by "batteries" for energy and nutrients.



- Inside the "battery" is reported the percentage of energy, fats, saturated fats, sugars and salt contained in the portion of product with respect to the reference daily intake.

The Italian proposal: graphical representation

- It is clearly evident the link between energy amount and nutrients' content and graphical representation of energy and nutrient percentage covered assuming portion of food with respect to the reference daily intake.
- Graphic representation allows to understand immediately how much quantity of assumed food contributes to reference intake of energy and of nutrients having a critical impact on health.

The Italian proposal: characteristics

- The level of replenishment of the “battery” corresponds to dietary reference assumption percentage.
- The alert comes from the risk of an excessive charge related to those nutrients that need to be kept under control for their effect on health.
- The signal is given by the sense of full/empty and, thanks to the innate concept of volume, allows to transmit the message at a glance even at the time of purchase.

The Italian proposal: effects

- The concept of **replenishment versus space still available for other foods** empowers consumer to choose and eat foods taking into account the overall diet.
- Consumers can easily be assisted in calculating the total energy and nutrients assumed during the day with the help of simple apps based on optical data reading.

Consumer research study aimed to evaluate the proposal of additional nutrition labelling.