



CHOICES INTERNATIONAL FOUNDATION

**Joint meeting on FOP
nutrition labelling
23 April 2018**

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The Choices vision

Promotion of healthier food choices for all consumers

Support national platforms
International advocacy

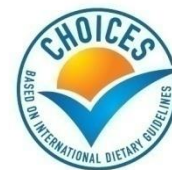
Reformulation

Logo



Education





CHOICES IS ELEMENT IN HEALTHY LIFESTYLE PROMOTION

**Nutrition
Education**



**Responsible
Advertising**

Reformulation



**Healthy
Schools**

**Physical
activity**



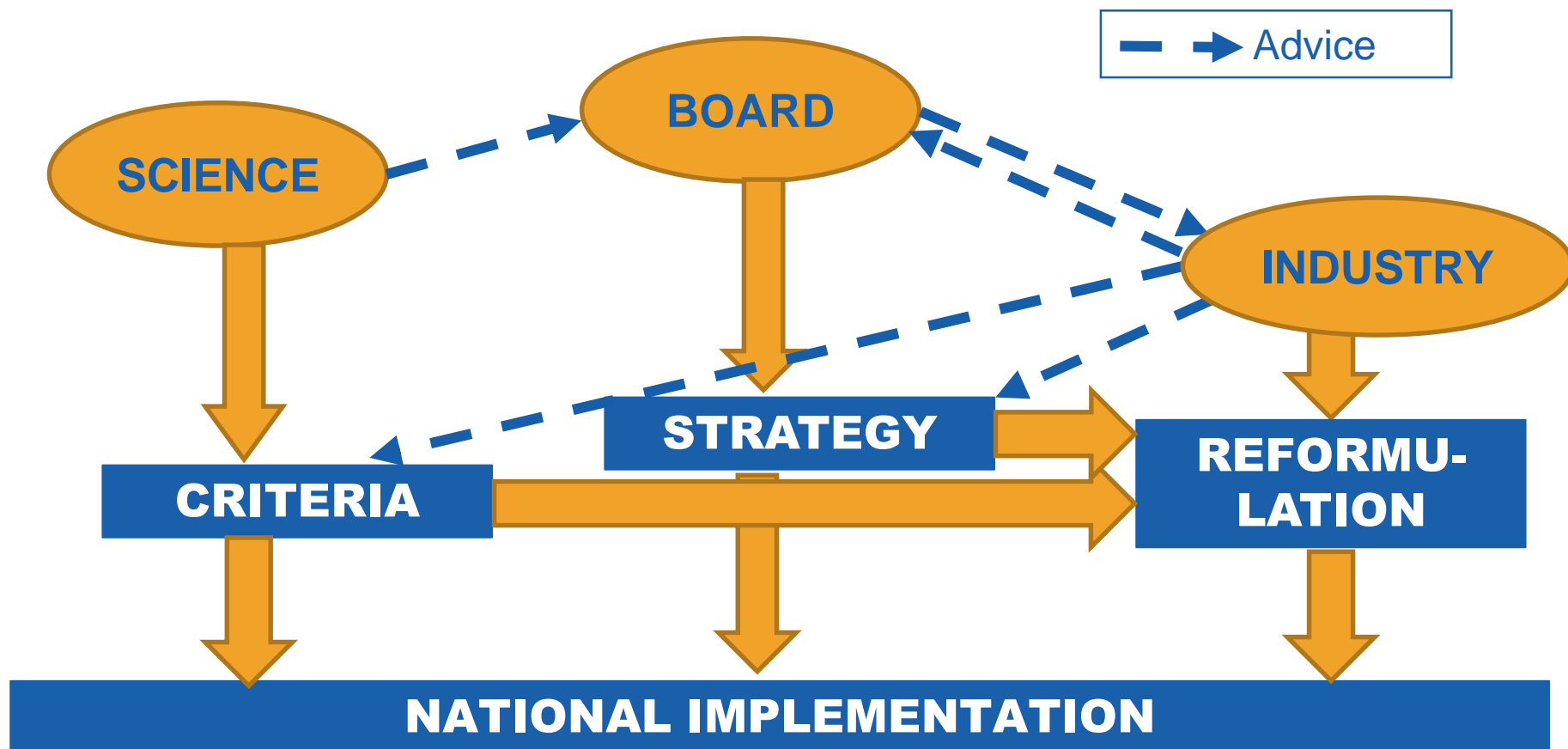
**Healthy
Consumer**



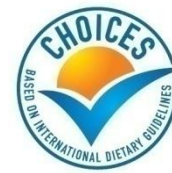
Logos



Choices governance and implementation



Choices scientific backbone



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Global, regional, national scientific committees

>40 leading scientists from 15 countries involved

Roles

Responsible for the global and national criteria

Scientific substantiation and impact analysis



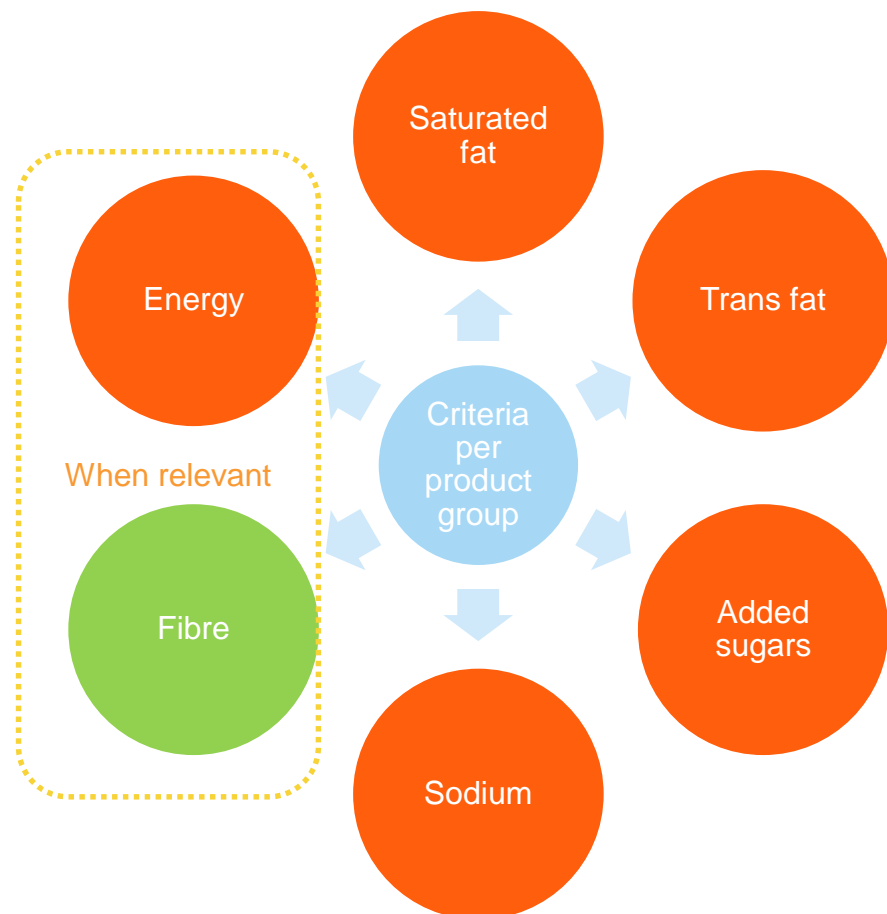
International Scientific Committee

- Prof. Lauren Lissner, University of Göteborg, Sweden (president)
- Prof. Ricardo Uauy, University of Chile
- Prof. Anura Kurpad, St. Johns Medical College, India
- Prof. Yang Yuexin, Chinese Nutrition Society



Choices criteria

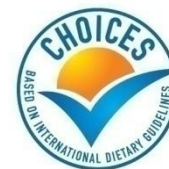
- Goal: to identify ‘best in class’
- Covers all food and drinks
- Food group specific
- Basic and non-basic food groups (from dietary recommendations)
- Globally applicable
- Nationally adapted
- Stepwise tightening by review every 4 years



Science behind the criteria

- Based on WHO nutrient recommendations for NCD prevention
- International criteria determined by ISC: committee of independent leading scientists
- Methodology published: Roodenburg cs, EJCN (2011)
- National adaptation:
 - Determined by national independent Scientific Committee
 - Based on national NCD prevention policy, dietary recommendations and national product composition databases
 - Approval by ISC

Example: meat (products)



Product group	Criteria	Definition
Meat, fish, poultry, eggs, meat substitutes		
Meat, poultry, eggs (unprocessed)	SAFA: ≤ 3.2 g/100g TFA: ≤ 0.1 g/100g** Sodium: ≤ 100 mg/100g Added sugars: not added	All types of unprocessed meat, poultry and eggs (including frozen meat that has not undergone further processing). E.g.: beef, pork, turkey, egg, game, lamb, and offal.
Processed meat, meat products and meat substitutes	SAFA: ≤ 5.0 g/100g TFA: ≤ 0.1 g/100g** Sodium: ≤ 820 mg/100g Added sugars: ≤ 2.5g/100g	All types of processed meat/poultry, meat products and (vegetable) meat substitutes. E.g.: ready-to-eat meatballs, spiced or salted meat (fresh or frozen), salami, smoke-dried beef, grilled ham, tempeh, tofu, dairy-based meat substitute, fungus-based meat substitute.
Fresh or fresh frozen fish, shellfish and crustaceans	SAFA: ≤ 4.0 g/100g TFA: ≤ 0.1 g/100g Sodium: ≤ 130 mg/100g Added sugars: not added	All types of unprocessed fish, crustaceans and shellfish (including frozen, steamed or smoked fish that has not undergone further processing). E.g.: uncooked herring, cod (fresh or deep-frozen), fresh eel, lobster crab, mussel, and shrimp.
Processed fish or fish products	SAFA: ≤ 4.0 g/100g TFA: ≤ 0.1 g/100g Sodium: ≤ 450 mg/100g Added sugars: not added	All types of processed fish, processed crustaceans and processed shellfish. E.g.: cod parings, fried fillet of haddock, deep-fried octopus/ squid (cephalopod), pickled mussels, herring in tomato sauce, canned sardines, canned tuna, spiced or salted fish (fresh or frozen).

Scientific evidence of impact

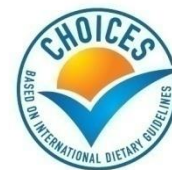


- **Validation** – criteria lead to better nutrient intake in calculation studies (Keyhole, Finnish Heart logo, Choices in 10 countries)
- **Consumer awareness** - 80-95% logo recognition (Sweden, Norway, Denmark, Finland, Netherlands, Singapore, Australia, New Zealand)
- **Value** – Consumers value logo products more, and this increases over time (CLYMBOL: Netherlands, Denmark)
- **Buying behaviour** – Logo leads to healthier food purchases in all population groups in market study (CLYMBOL: Netherlands).
- **Reformulation** – criteria drive product improvement (NL, Keyhole)
- **Sales** – turn-over of logo products grows faster than non-logo products (Singapore).
- **See Choices Research Overview 2018**



Impact of Choices launch in NL on product reformulation

Product Group	SAFA	Added Sugar	Dietary Fiber	Sodium
Processed meats (n=11)	-43%	-	-	-18%
Dairy (n=10)	-30%	-75%	+100%	
Sandwiches (n=16)	-	-	+52%	
Bread toppings (n=8)	-36%			-39%
Soups (n=68)				-14%



ONGOING INNOVATION

IMPACT OF CRITERIA REVISIONS IN NL ON PRODUCT REFORMULATION



54 SODAS
10% less sugar



29 DAIRY DRINKS
7% less saturated fat



30 MARGARINES
31% less salt



39 SAUCES
34% less saturated fat

European Logo Movement

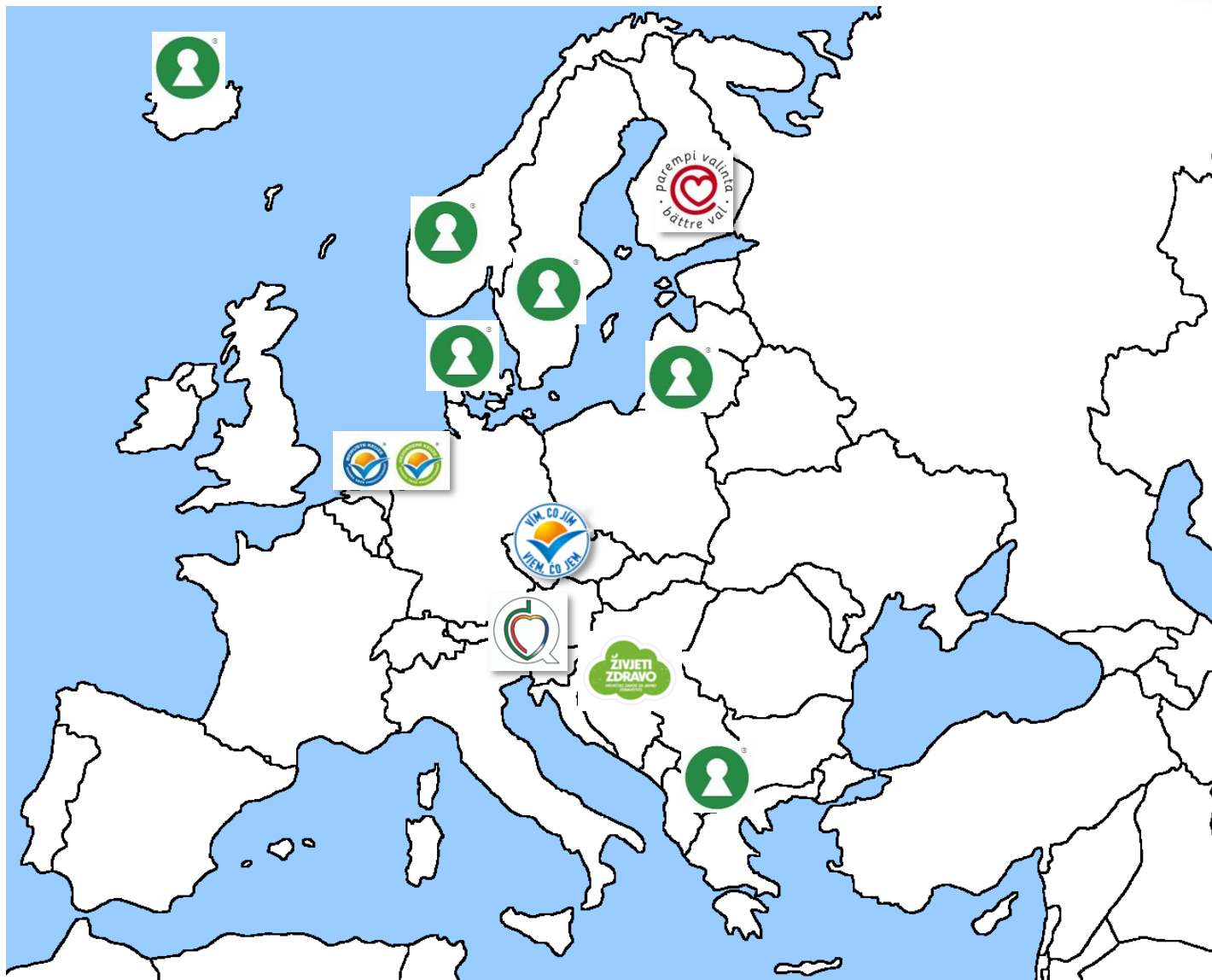
- Initiated by Choices
- 11 European countries with positive logo
- EU notification by Keyhole countries, Finnish Heart Logo, Choices NL
- 4 Round Tables 2012, 2014, 2016, 2018
- Goal: info exchange, scientific studies, shared database
- WHO Europe as observer
- Video clip, see: <https://youtu.be/b7SvKs9GI10>



Positive FOP logos in Europe



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Comparison of European labels

	Positive logos	Traffic Light systems	Nutriscore	Israeli warning logo
Reference unit	100g/100ml	100g/100ml + per portion	100g/100ml	100g/100ml
Measurement method	Threshold	Threshold	Scoring	Threshold
Methodological approach	Category specific	Across the board	Across the board	Across the board
Driver	Gov, comm, NGO	Governmental commercial	Governmental	Governmental
Directivity	Directive	Semi-directive	Directive	Directive
Utilization	Voluntary	Voluntary	Voluntary	Mandatory
Coverage	Differs per logo	All products	All products	Some products
Tone of voice	Positive	Mixed	Mixed	Negative

Regional logo collaboration



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Thailand



Singapore



Brunei



Malaysia



China



Philippines



Slovenia



Croatia



Finland



Scandinavia



Czech Rep



NL



Nigeria



South-Africa



Zambia



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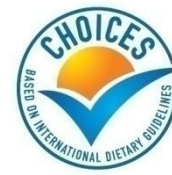


Argentina



Abu Dhabi

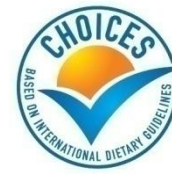
Choices global network



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Thank you for your attention



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HEALTHY CHOICES MADE EASY

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