

FOP nutrition labelling: the Reference Intakes (RI) label

Joint meeting Member States and Stakeholders on front-of-pack nutrition labelling
Brussels, 23 April 2018



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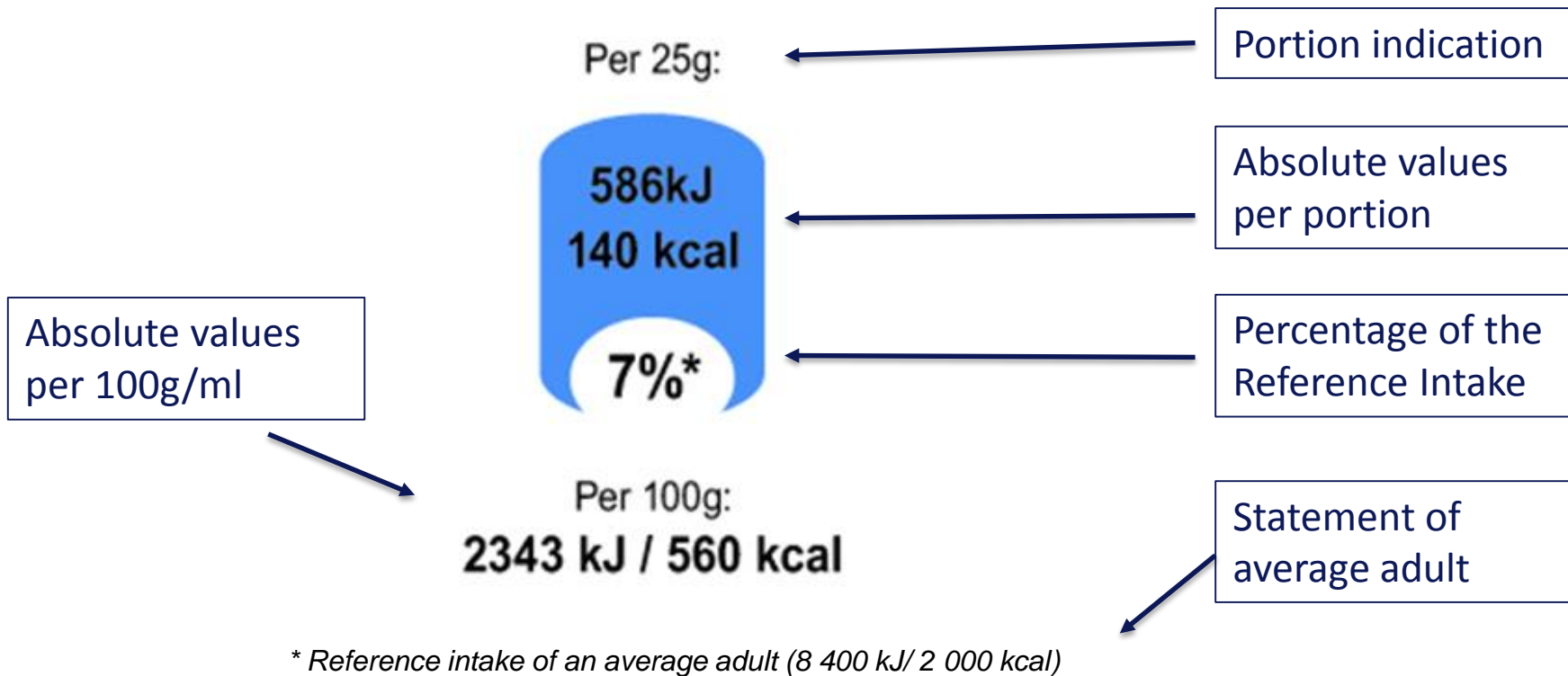
History

- Developed in 2005 and launched in 2006 by FoodDrinkEurope (then “CIAA”) as commitment to EU Platform for Action on Diet, Physical Activity and Health
- Front-of-Pack and Back-of-Pack information, based on a uniform list of nutrients, nutrition information per portion and the introduction of science-based Guideline Daily Amounts (GDAs)
- In 2011, FoodDrinkEurope renewed its “GDA” commitment, updating it in line with Regulation (EU) 1169/2011

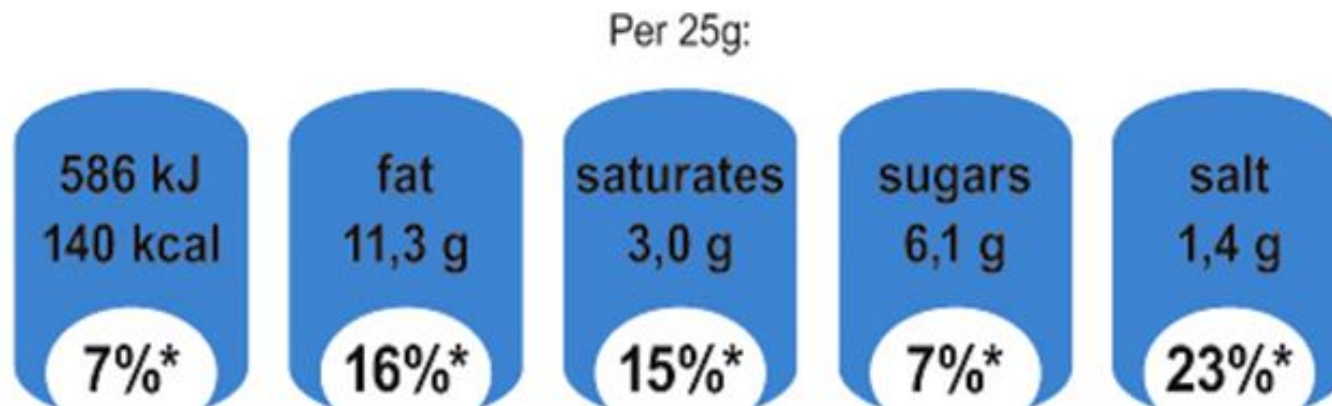
Concept

% (GDA) Reference Intakes are a **voluntary** nutrition labelling **guide** to provide **factual, simple, at-a-glance** information how much **energy and nutrients** are present in a **portion of a food or beverage** and what each amount represents as a **percentage of an average person's daily dietary reference intake**

General characteristics



General characteristics



Per 100g:
2343 kJ / 560 kcal

** Reference intake of an average adult (8 400 kJ/ 2 000 kcal)*

Legal basis

- Article 32(4) in combination with Article 30(3) of Regulation (EU) 1169/2011
- Based on the Reference Intakes in Annex XIII
- Other relevant articles: Art. 33 (portions), Art. 34 (presentation)
- Compliant with international standards (Codex)

Energy or nutrient	Reference intake
Energy	8 400 kJ/2 000 kcal
Total fat	70 g
Saturates	20 g
Carbohydrate	260 g
Sugars	90 g
Protein	50 g
Salt	6 g

Criteria*

Criteria	Met?
Based on sound and scientifically valid consumer research and does not mislead the consumer as referred to in Article 7	✓
Its development is the result of consultation with a wide range of stakeholder groups	✓
Aims to facilitate consumer understanding of the contribution or importance of the food to the energy and nutrient content of a diet	✓
Supported by scientifically valid evidence of understanding of such forms of expression or presentation by the average consumer;	✓
Based either on the harmonised reference intakes set out in Annex XIII, or in their absence, on generally accepted scientific advice on intakes for energy or nutrients	✓
Objective and non-discriminatory	✓
Its application does not create obstacles to the free movement of goods	✓

* The RI label is not an Art. 35 scheme

Implementation

- FoodDrinkEurope Guidance on the provision of FIC (together with EuroCommerce)
- FoodDrinkEurope Guidance on Portion Communication
- Dedicated website: www.referenceintakes.eu



Monitoring



- **Only pan-European labelling system to date**, applied by many manufacturers and retailers – small and large alike – in **all EU Member States and globally**
- In some EU countries **over 60%** of all branded food and drink packages and an even higher volume of supermarket private label products
- **Annual monitoring in the EU Platform for Action on Diet, Physical Activity & Health** shows continued (FOP) nutrition labelling commitment of major companies since 2006 (**compliance rate on average above 98% for eligible products**)¹
- Global commitment by IFBA (International Food and Beverage Alliance):²
 - **92.9% of products worldwide** display calories on the FOP
 - **93.3% of products worldwide** display the % Reference Intakes on FOP or BOP

¹ 2017 figures

² 2015/2016 figures

Awareness, understanding and usage

- RI/GDA scheme is well-known: in use since more than a decade; applied worldwide
- High rates of awareness, understanding and claimed usage, but varying across the EU

Millward Brown study, UK (2009):
“High levels of awareness (83%), understanding (80%) and claimed usage (63%) of the GDA front-of-pack labels”

Grunert et. al (2010), Use and understanding of nutrition information on food labels in six European countries:

“Understanding of GDA labels was high in the UK, Sweden and Germany, and more limited in the other countries. Regression analysis showed that, in addition to country-specific differences, use and understanding are also affected by differences in interest in healthy eating and in nutrition knowledge and by social grade.”

FLABEL (2009):

- “Consumers look mostly at the Nutrition Table and GDAs for nutrition information.”
- Awareness of GDAs varies by country and is highest in the UK (90% have seen GDAs before) and lowest in Sweden (40%)
- “Understanding of GDAs is between average and fairly well”
- “Consumers have a good understanding of GDAs, particularly in the UK and Germany. A majority of consumers, except in France, were able to correctly define GDAs when presented with multiple choice answers and understood that the figures refer to maximum daily intakes rather than targets.”
- “A majority of consumers (between 66 and 88%) in all six countries were able to use GDAs to select the healthier option between two products.”

Barriers

- Overall lack of motivation and attention of consumers to food labels (Flabel, 2011)
- Low nutrition knowledge and literacy stifles the capacity to process nutrition information (Pendergast et. al., 2011; Miller & Cassady, 2015)
- Monitoring challenges (implementation by SMEs, uptake by consumers)



Principles for FOP nutrition labelling

Any FOP nutrition labelling scheme should be:

1. Voluntary, based on Reference Intakes and non-discriminatory
2. Fully compliant with all relevant EU legislation, in particular Regulation (EU) 1169/2011
3. Attractive for consumers, taking into account new communication tools and channels
4. Targeting individual nutritional needs
5. Providing consumers with choice
6. Supported by appropriate consumer education
7. Not only taking into account the Reference Intake nutrients but potentially, where possible, also focus on other nutrients and/or whole foods and their contribution to the diet
8. Using food-based dietary guidelines as a reference
9. Equitable across food categories
10. Practical and attractive for industry to implement (with guidance for its consistent use in an industry labelling code of practice)
11. Objectively monitored for effectiveness to allow for improvement going forward



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