NUTRI SCORE

®

THE FRONT OF PACK NUTRITION LABELLING SCHEME RECOMMENDED IN FRANCE

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Ministère des solidarités et de la santé, France

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A simple, readable, understandable graphic system

A triple objective

- Inform the consumer at the time of purchase to include the nutrition dimension in the selection criteria (in addition to price, practicality, taste, notoriety, label ...)
- Encourage producers to improve the nutritional quality of products
- Facilitate Health Professional advice on Nutrition

For the consumer a triple purpose:

- Compare the nutritional quality of foods from different categories (ex : biscuits/dairy products/beverages....)
- Compare the nutritional quality of foods belonging to the same category (ex : breakfast cereals)
- Compare the nutritional quality of the same food offered by different brands (ex : filled cereals)

Score FSA

Calculation of the FSA/OFCOM score

Tableau de valeurs nutritionnelles

VALEURS NUTRITIONNELLES MOYENNES	POUR 100 g	POUR 30 g (1)	% (2) POUR 30 g
Energie	2256 kJ 541 kcal	677 kJ 162 kcal	8%
Matières grasses dont saturées	34 g 2,7 g	10 g 0,8 g	14% 4%
Glucides dont sucres	52 g 0,3 g	15 g 0,1 g	<1%
Fibres	4,4 g	1,3 g	
Protéines	6,1 g	1,8 g	
Sel	1,3 g	0,39 g	7%

Liste d'ingrédients

INGRÉDIENTS : PÂTES ALIMENTAIRES, TOMATES (TOMATES, JUS DE TOMATES, SEL, ACIDE CITRIQUE-ACIDULANT), PROTÉINE DE SOJA TEXTURISÉE (EAU, GLUTEN DE BLÉ, ISOLAT DE PROTÉINE DE SOJA, SAVEUR NATURELLE, POUDRE D'OIGNON, POURDRE D'AIL, EXTRAIT DE LEVURE AUTOLYSÉE, JUS DE CANNE À SUCRE ÉVAPORÉ, SEL, PROTÉINE DE POIS

Nutriment /100g	Points
Energie (KJ)	0-10
Sucres simples (g)	0-10
Acides gras saturés (g)	0-10
Sodium (g)	0-10

Elément /100g	Points
Fruits. légumes. légumineuses. noix (%)	0-5
Fibres (g)	0-5
*Protéines (g)**	*0-5*

Points A
0-40 points

–

Points C
0-15 points

-15 SCORE FINAL 40

Better nut qual — Worse nut qual

**La prise en compte des protéines dépend du niveau de points A et de fruits et légumes dans le produit*

1. Attribution des points selon la composition du produit pour 100g ou 100ml

Points A

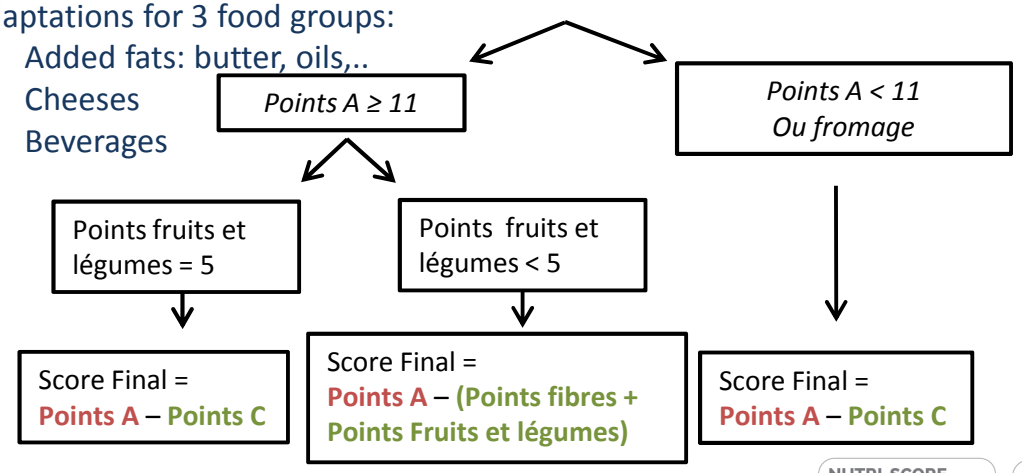
Points	Energie (kJ)	Sucres simples (g)	Grille spécifique **Boissons**: Energie (kJ)	Grille spécifique **Boissons**: Sucres simples (g)	Acides gras saturés (g)	Grille spécifique: **Matières grasses**: Acides gras saturés/Lipides(%)	Sodium (mg)
0	≤ 335	≤ 4,5	≤ 0	≤ 0	≤ 1	< 10	≤ 90
1	> 335	> 4,5	≤ 30	≤ 1.5	> 1	< 16	> 90
2	> 670	> 9	≤ 60	≤ 3	> 2	< 22	> 180
3	> 1005	> 13,5	≤ 90	≤ 4.5	> 3	< 28	> 270
4	> 1340	> 18	≤ 120	≤ 6	> 4	< 34	> 360
5	> 1675	> 22,5	≤ 150	≤ 7.5	> 5	< 40	> 450
6	> 2010	> 27	≤ 180	≤ 9	> 6	< 46	> 540
7	> 2345	> 31	≤ 210	≤ 10.5	> 7	< 52	> 630
8	> 2680	> 36	≤ 240	≤ 12	> 8	< 58	> 720
9	> 3015	> 40	≤ 270	≤ 13.5	> 89	< 64	> 810
10	> 3350	> 45	> 270	> 13.5	> 10	≥ 64	> 900
	0-10 (a)	**0-10 (b)**	**0-10 (a)**	**0-10 (b)**	**0-10 (c)**	**0-10 (c)**	**0-10 (d)**
Total	**Points A = (a) + (b) + (c) + (d) [0 – 40]**						

Points C

Points	Fruits, leg (%)	Grille spécifique **Boissons**: Fruits, leg (%)	Fibres (g)	Protéines (g)
0	≤ 40	≤ 40	≤ 0.7	≤ 1,6
1	> 40		> 0.7	> 1,6
2	> 60	>40	> 1.4	> 3,2
3	-		> 2.1	> 4,8
4	-	>60	> 2.8	> 6,4
5	> 80		> 3.5	> 8,0
6				
7				
8				
9				
10		> 80		
	0-5 (a)	**0-10 (a)**	**0-5 (b)**	**0-5 (c)**
Total	**Points C = (a) + (b) + (c) [0 – 15]**			

Adaptations for 3 food groups:

- Added fats: butter, oils,..
- Cheeses
- Beverages



2. Score Final entre -15 et 40 points.

3. Attribution des classes:

Aliments solides (points)	Boissons (points)	Couleur
Min à -1	Eau	Vert foncé
0 à 2	Min à 1	Vert clair
3 à 10	2 à 5	Jaune
11 à 18	6 à 9	Orange clair
19 à Max	10 à Max	Orange foncé

Vert : meilleure qualité *Orange foncé : moins bonne qualité*

Time line decision process

October 2014
Health Law Project

January 2014
Proposal to the Minister

March 2015
Concertation
4 logos suggested

January 2016
Vote of the Health Law

Janvier 2016
Steering committee of a large scale « étude en conditions réelles »

July 2016
Decree

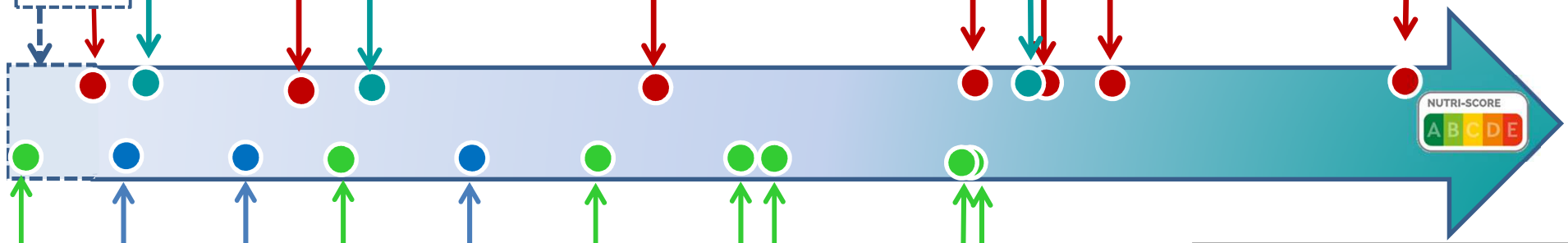
23 April 2017
Report of the Steering Comittee « étude en conditions réelles »

March 2017
Minister
DECISION to choose the NUTRI-SCORE

24 April 2017
Notification of the application decree to EU

27 April 2017
Signature of the Nutri-score charter by 4 companies

31 october 2017
Signature of the application decree Ministrers of Health, agriculture and economy



Since 2014
more than 30 scientific publications on Nutri-score

March 2015
[1] Appui scientifique et technique de l'Anses
Score FSA

June 2015
[2] Rapport HCSP
Adaptation Nutri-score

January 2016
Scientific Comittee of the large scale experimentation in real conditions

March 2016
[3] Appui scientifique et technique de l'Anses :
Comparaison Nutri-score/SENS

April 2016
Protocole of the large scale experimentation in real conditions agreed

Sept-dec 2016
Field of the large scale experimentation

Oct-nov 2016
Experimental economy study

March 2017
[4] Résults of the large scale expérimentation

[5] Résults of the experimental economy study

Green : scientific process
Blue: expertise process
Bleu : concertation process
Red : regulatory process

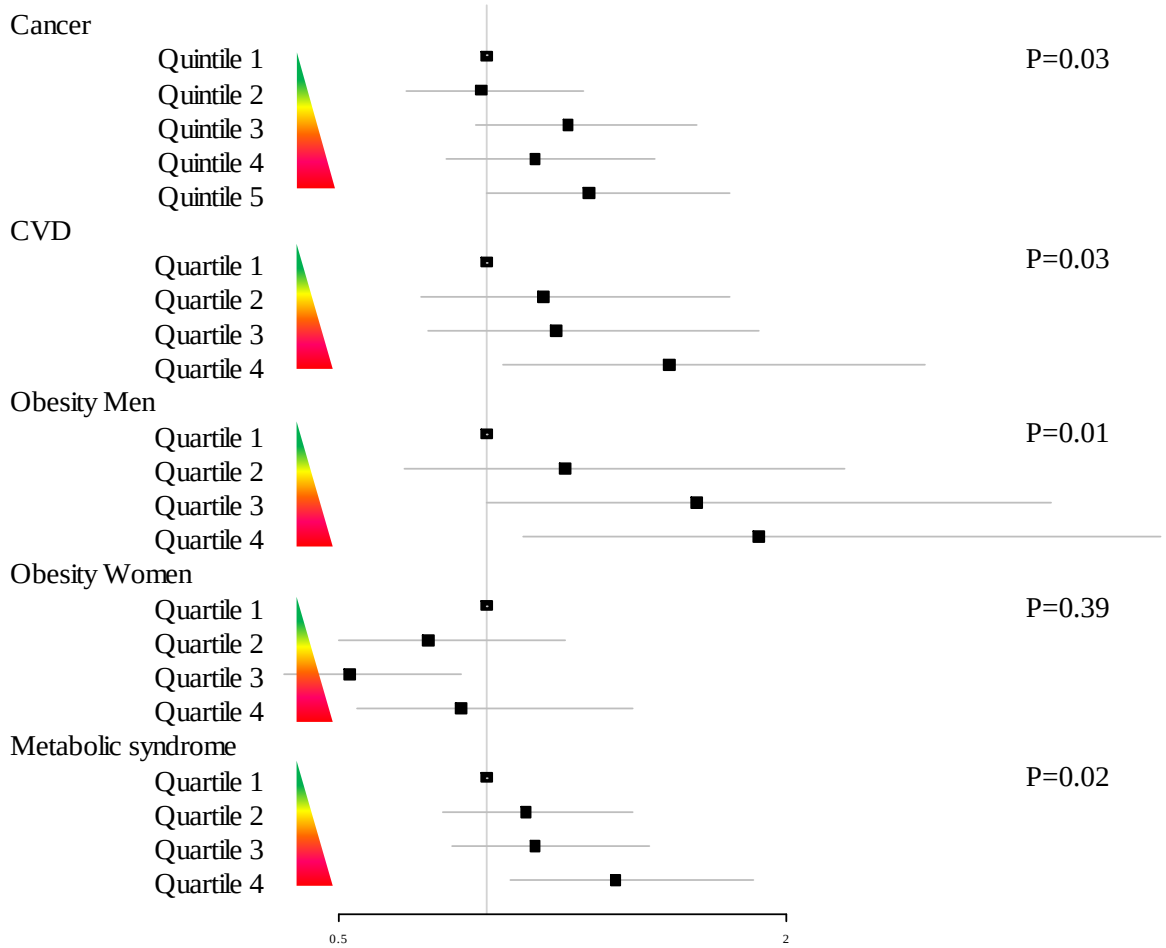
1 https://www.anses.fr/fr/system/files/DER2014sa0099Ra.pdf
2 http://www.hcsp.fr/explore.cgi/avisrapportsdomaine?clefr=519
3 https://www.anses.fr/fr/system/files/AUTRE2015SA0253.pdf

[4] http://solidarites-sante.gouv.fr/IMG/pdf/rapport_comite_scientifique_etiquetage_nutritionnel_150317.pdf

[5] *Modification des achats alimentaires en réponse à cinq logos nutritionnels Crosetto et al., Cahiers de nutrition et diététique Vol 52 – N° 3 P. 129-133 - juin 2017*

Prospective associations with health outcomes

→ the SU.VI.MAX cohort (6435 subjects, 13y follow-up)



Higher FSA-NPS DI (*overall, poorer diets*), was associated with a higher risk of developing a chronic disease

+ 34 % for cancers
+ 61 % CVD
+ 61 % for obesity (in men)
+ 43 % for metabolic syndrome

→ the NutriNet-Santé cohort study (46 864 subjects, 6 y follow-up)

+ 40 % CVD
+ 52 % for breasts cancers

Prospective associations with health outcomes

→ the EPIC study: *524,000 healthy men and women aged between 25 and 70 y recruited from 23 centres in Denmark, France, Germany, Greece, Italy, the Netherlands, Norway, Spain, Sweden and UK*

After 15.3 years of follow-up, 49,794 total cancer cases were recorded

A higher FSAm/HCSP-NPS DI score (*indicating lower nutritional quality of the food consumed*), was associated with

- **an increased risk of total cancer** (HR Q5 vs Q1 (95%CI)=**1.07** (1.03-1.10), p-trend<.0001),
- **elevated risks of cancers of the colon-rectum, kidney, upper aero digestive tract and stomach, lung and prostate for men, and liver and post-menopausal breast for women** (all p<0.05).

Deschasaux et al, 2018, submitted

Understanding and Purchasing intention *(large scale experimentation)*

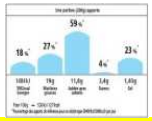
- 60 supermarkets (10 for each label + 20 controls), 10 weeks

Improvement of the nutritional quality of the food products in the shopping carts

+ 4,5%

+ 3,9%

+ 3,3 %

0 % 

Nutri-Score was associated with the largest improvement in the nutritional quality of the purchased items, followed by MTL and SENS.

- ***Sub-group analysis***

  Nutri-Score: **higher impact in subjects buying less expensive products (FSA -0.312** vs -0,267 for the whole population**), MTL (-0.229** vs -0,233 for the whole population**);**

  Nutri-Score: no deterioration of the nut quality of the shopping cart in any subgroup

Spontaneous understanding

- Nutri score 92% ;
- MTL 29%

http://solidarites-sante.gouv.fr/prevention-en-sante/preserver-sa-sante/article/l-evaluation-en-conditions-reelles-d-achat-des-systemes-d-information-317290

Experimental economy

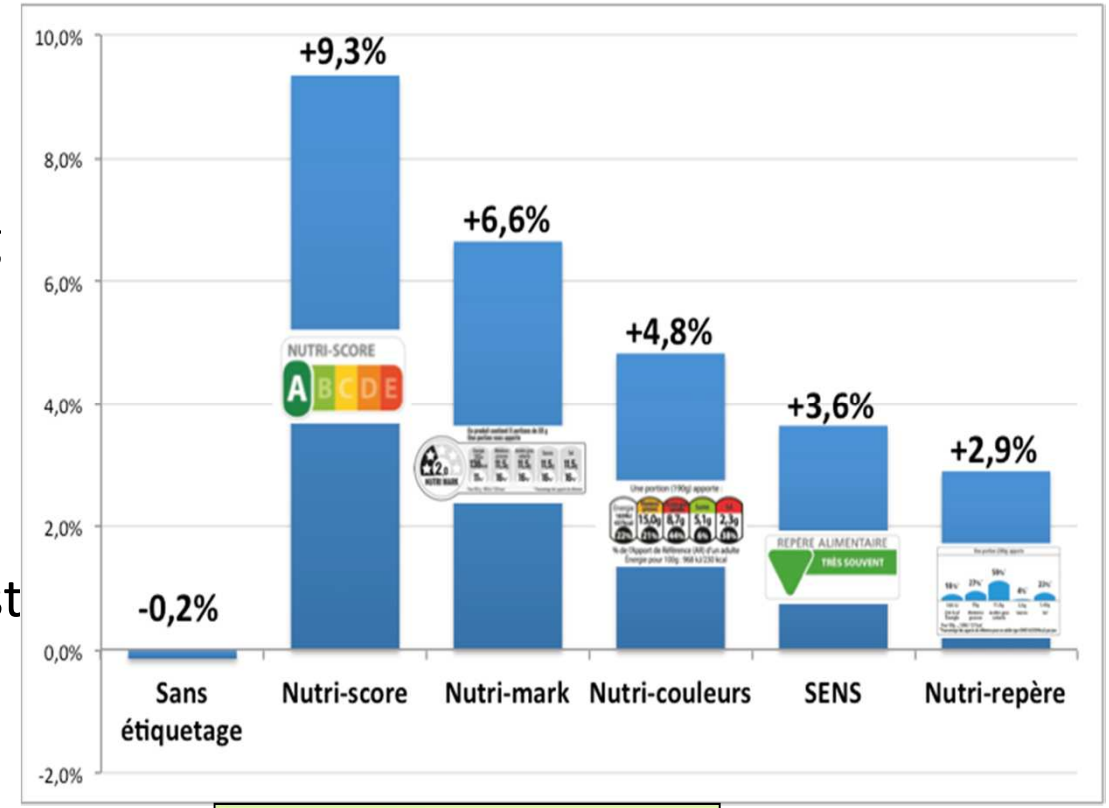
Test in experimental economy

- 5 labels tested (+HSR=NutriMark)
- Constitution of a shopping cart before an after exposure to a label

Results

- The Nutri-Score is associated with the highest improvement
- **In particular for disadvantaged groups**

Improvement of the FSA score (after/before a label)



Cahiers de nutrition et de diététique (2017) 52, 129–133

Disponible en ligne sur ScienceDirect www.sciencedirect.com

Elsevier Masson France EM|consulte www.em-consulte.com

ELSEVIER

SANTÉ PUBLIQUE

Modification des achats alimentaires en réponse à cinq logos nutritionnels

Modifications of food purchases in response to five nutrition simplified labelling

Paolo Crosetto, Anne Lacroix, Laurent Muller, Bernard Ruffieux

Crosetto et al., 2017

Evaluation/Monitoring

Decree 16th July 2016 : « Une évaluation du dispositif […] est réalisée par les ministres chargés de la santé, de la consommation et de l'agroalimentaire au plus tard dans un délai de trois ans »

Companies choosing Nutri score send the nutritional composition of the foods to the Observatory on nutritional food quality (OQALI) .

- Every 3 months OQALI monitors the number of products with the Nutri Score label, their category (in shops and on line) ;
- Every year :
  - Their nutritional composition will be compared with the foods of the same category without Nutri score (with boxplot) ;
  - Comparison of the nutrient content before and after Nutri score for some specific brands, when feasible (using to the OQALI data base)
- In September 2018 : First analysis of the market share per category and first examples of results from the yearly monitoring

Evaluations of Consumers habits will be carried out (what use of Nutri-Score some times after large implementation)

A global evaluation by the end of 2020

Challenges

- Increase the market share of the products with Nutri Score
  - 55 companies including large producers (Danone, Fleury Michon, McCain, Marie…) large retailers (Auchan, Leclerc, Intermarché, Casino), and many small companies are involved as of April 10th 2018 ;
  - An estimate of over 15% of the market share
  - An on line official « calculator » to help them
  - First packages with Nutri-Score were on shelves in September 2017. Their number keep increasing
  - Nutri-score is on many E- Commerce websites
- Initiate a real large reformulation movement
- A decision following the « Etats Généraux de l'alimentation » to have the Nutri Score in collective catering
- Increase the awareness and demand from the consumers
  - Institutional Communication and from Companies
  - General public, medical doctors, teachers
- At International level : in 12 countries (6EU) : a comparison of the FoP labels (results in september 2018)

NUTRI-SCORE A B C D E Informer mieux pour Manger Mieux

E.Leclerc
Casino
Bien pour Vous !
CACOLAC
Confipote
Casino Saveurs d'Ailleurs
Casino BIO
CDPO
Actimel
weight watchers
Dukan
Brossard
Materne Pom'Potes
Fleury Michon
DEPUIS 1898 William SAURIN
Danette
Tous les jours
Casino PRODUITS DE QUALITÉ DEPUIS 1901
Ici & Là LÉGUMINEUSES ET INNOVATIONS
Marie
Gloria Cuisine
Mont Blanc Récré O'lé
وسيلة Wassila
SABAROT depuis 1819
Ensoleil'ade Vég à table!
NUTRI-SCORE
A B C D E
MAISON COTOLOT
Danone Danonino
Bonduelle
MARQUE REPÈRE
Intermarché
McCain
Mont Blanc Depuis 1921
Casino ÇA VIENT d'ICI
Siracuse
Alpes Biscuits
DANONE
LES DOODINGUES de Casino
Materne
ACTIVIA
Auchan RETAIL FRANCE
Le Biscuit Minceur®
mom GROUP
La Popote Compagnie Nos enfants ont du goût
Depuis 1885 Jacquet
GUICHARD PERRACHON ÉPICIER À SAINT-ÉTIENNE DEPUIS 1898
Pleine Forme
Danone Taillefine