

The Nordic Keyhole scheme



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Swedish National Food Agency

Joint meeting on front-of-pack nutrition
labelling. Brussels 23 April 2018.



Livsmedelsverket

National Food Agency

who is behind
the keyhole?"



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Competent national authorities and Ministries

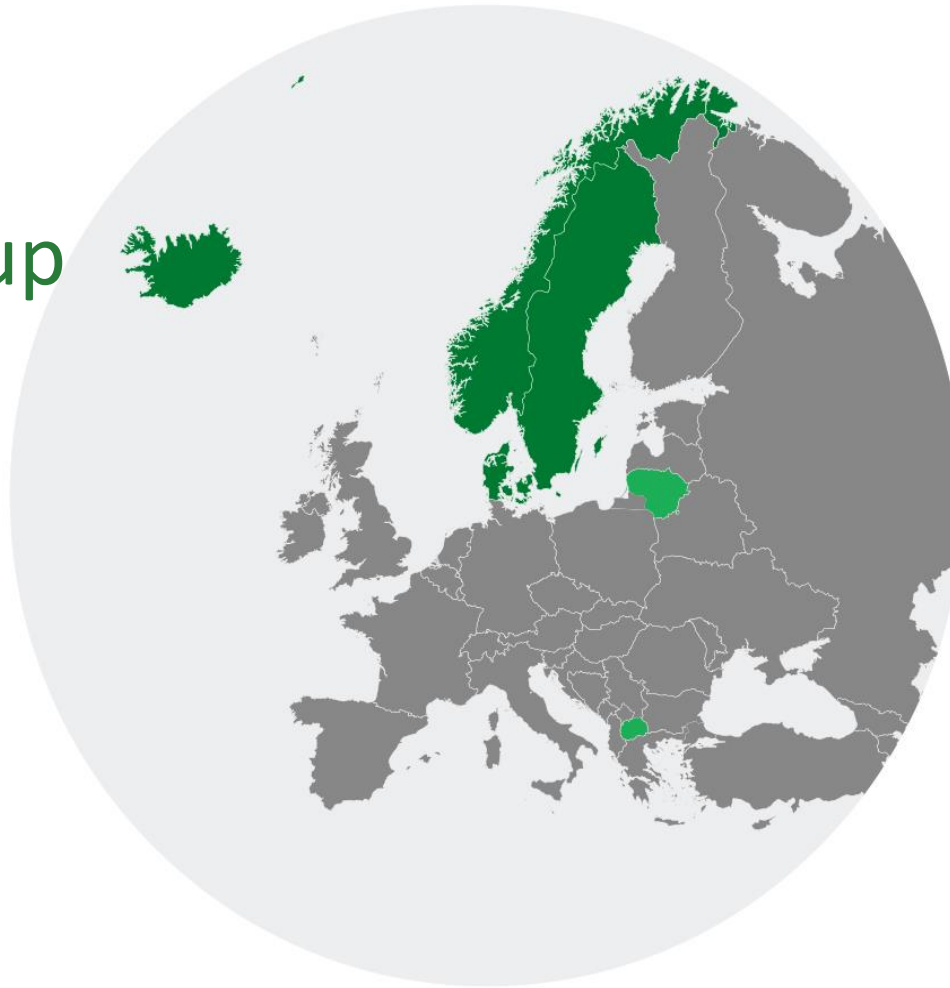
Nordic Working group

Sweden (1989)

Norway (2009)

Denmark (2009)

Iceland (2013)



Other countries

Lithuania (2013)

Macedonia (2015)

National measures notified as nutrition claim.

Why a keyhole?

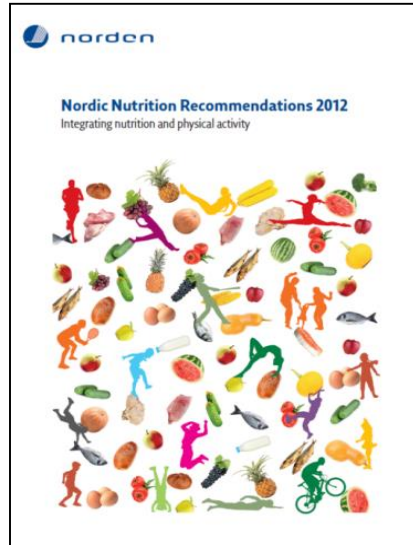


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General features and scientific basis



Healthy
choices
made easy



Voluntary
Independent
No fees or charges

This version is only a translation. The valid version is the original in Swedish.

The National Food Agency's Code of Statutes

2005:100:2015

Regulations amending the National Food Agency's regulations (SLVFS 2005:9) on the use of a particular symbol;

LIVSFS 2015:1
(H 128)
Published
on 30 January 2015
Approved

adopted on 26 January 2015.

The National Food Agency lays down the following pursuant to Section 7 of the Food Regulation (2006:813) with regard to the National Food Agency's regulations (SLVFS 2005:9) on the use of a certain symbol:

that sections 1 and 2 shall have the following wording,

that the current annex shall be called *Annex 2* and have the following wording,

that new intermediate headings with the following wording shall be inserted before Sections 1 and 2

that three new paragraphs, Sections 1a, 3 and 4, and a new annex, *Annex 1*, shall be inserted in the regulations with the following wording:

The regulations shall thus read as follows: from the day that these regulations enter into force.

The Keyhole symbol

1 § These regulations apply to the labelling and presentation of foodstuffs with a certain symbol, i.e. the Keyhole symbol. The regulations do not apply to the labelling and presentation of the Keyhole symbol on food that is not prepackaged and supplied at mass caterers.

(LIVSFS 2015:1).

¹ [This notification has been submitted in accordance with Directive 98/34/EC of the European Parliament and of the Council of 22 June 1998 laying down a procedure for the provision of information in the field of technical standards and regulations and of rules on information society services and in accordance with Regulation (EC) No. 1825/2006 of the European Parliament and of the Council of 20 December 2006 on nutrition and health claims made on foods.]

LIVSFS 2015:1

Less **fat**
Healthier **fat**, max S-fat, max industrial trans fat
Less **sugar**
Less **salt**
More **fibre** and **wholegrain**
More **fruits and vegetables**

No sweeteners (food additives)
No novel foods with sweetening properties
No phytosterols/phytosteranols or their esters
Not on foodstuffs for children up to 36 months
Mutual recognition clause

Criteria for different food categories

All in all 33 categories belonging to these main categories

Vegetables, fruit, berries and nuts

Flour, grains and rice

*

Porridge, bread and pasta

*

Milk and milk products

*

Cheese and equivalent products

Fat spread and oils

Fish and fishery products

Meat and meat products

Vegetable products

Ready meals etc

*

Dressings and sauces

* including glutenfree or lactose free products

<https://www.livsmedelsverket.se/livsmedel-och-innehall/text-pa-forpackning-markning/nyckelhalet/nyckelhalsregler-vad-kravs-for-att-mat-ska-fa-markas-med-nyckelhalet>

LIVSFS 2015:1



► Grönsaker, frukt, bär och nötter



► Mjöl, gryn och ris



► Gröt, bröd och pasta



► Mjolk och mjölkprodukter



► Ost, med mera



► Matfett och olja



► Fisk och fiskprodukter



► Kött och köttprodukter



► Vegetabiliska produkter



► Färdigrätter, med mera

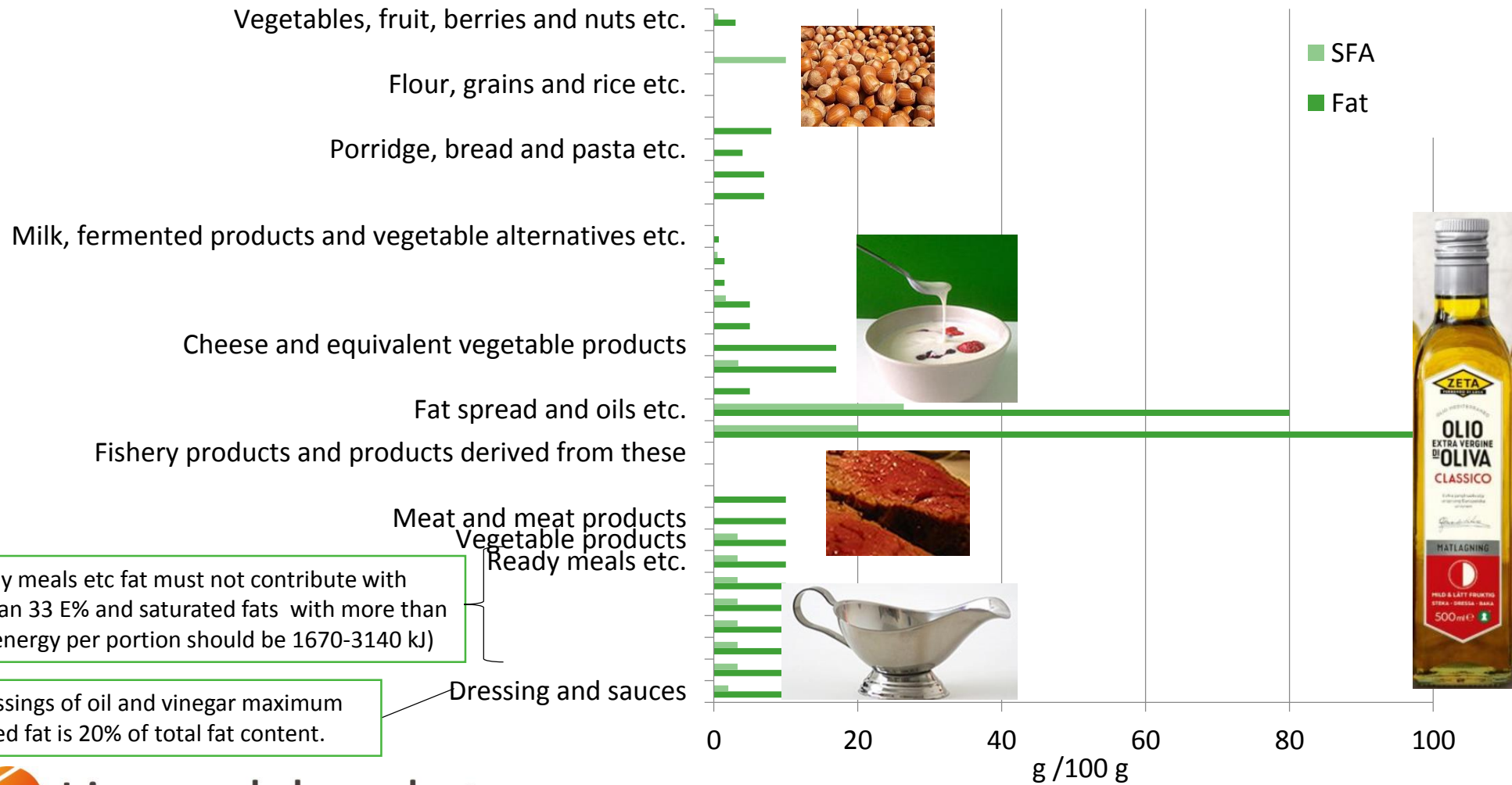


► Dressingar och såser



► Gluten- och laktosfria produkter

Range maximum fat content



Range maximum sugar content



Direct advertising to households

Grapes, mushrooms, cod and chicken but not the spicy sausages



GRÖNA VINDRUVOR I ASK
Indien, Klass 1, Kärnfrön, 500 g, Jfr-pris 150/kg.



KRYDDIGA KORVAR
Coop, VÄJ mediant olika sorter, 225-270 g, Jfr-pris 79,07-88,89/kg.



CHAMPINJONER I ASK
Polen, Klass 1, 250 g, Jfr-pris 40,-/kg.



TORSKRYGG 3-PACK
Coop, Fryst, 420 g, Jfr-pris 140,48/kg, Lattn: Gadus merhua.



KYCKLINGKLUBBA/KYCKLINGBEN
Sverige/Kroffågel, Fryst, 1 kg, Jfr-pris 20,-/kg.

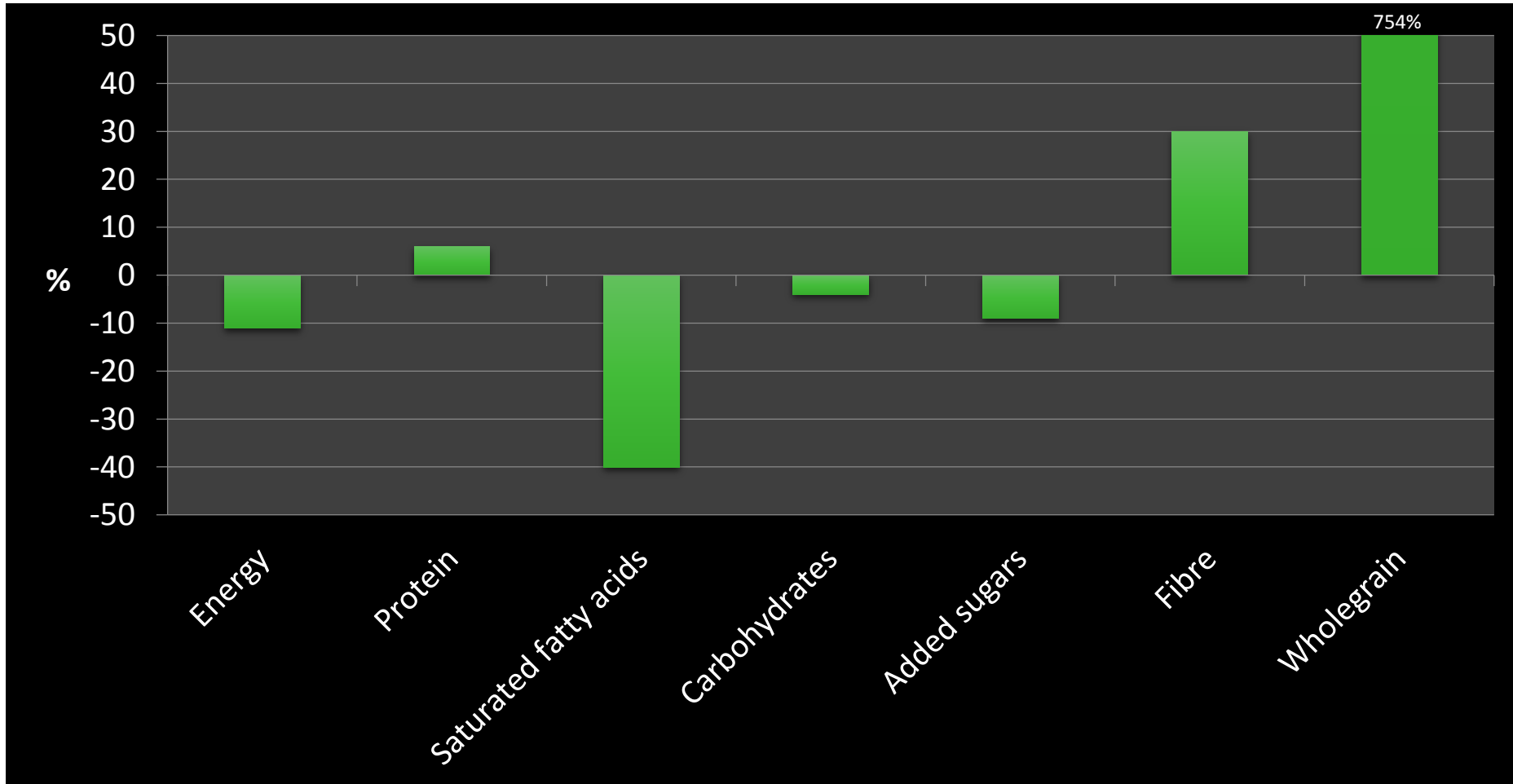




Experiences

- Quick, easy and positive tool for consumers and stakeholders (e.g. dieticians, public meals)
- The consumer recognition is very high (90-98 %)
- Good value for the money and health impact
- Constructive dialogue with industry and retailers
- Working with the criteria step by step
- Positive green symbol is important for industry
- Stimulate product development

Choosing foods with the Keyhole logo – effect on nutrient intake



Potential challenges



- Keep attraction and consumer interest in relation to other food messages
- Setting of criteria: not too high, not too low and adjust to regional food habits
- Violation of the trade mark
- Development in Codex and the EU and further co-existence
- Long-term dedication to systematically maintain and develop the scheme

Next year...



30 years since the first Swedish keyhole ordinance was published

10 years for Norway and Denmark

Want to discuss an agreement to use the Keyhole trade mark for your country?

Contact

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