



## Food Labelling to Advance Better Education for Life

2008-2012 -3.7Mo budget, 13 partners

**Aim:** To determine how nutrition information on food labels can affect dietary choices, consumer habits and food-related health issues



*FP7 Contract 211905, [www.flabel.org](http://www.flabel.org)*

# Partners



AARHUS UNIVERSITY



European Food  
Information Council



İZMİR-1982



CONFÉDÉRATION DES ORGANISATIONS FAMILIALES DE L'UNION EUROPÉENNE  
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WAGENINGEN UNIVERSITEIT  
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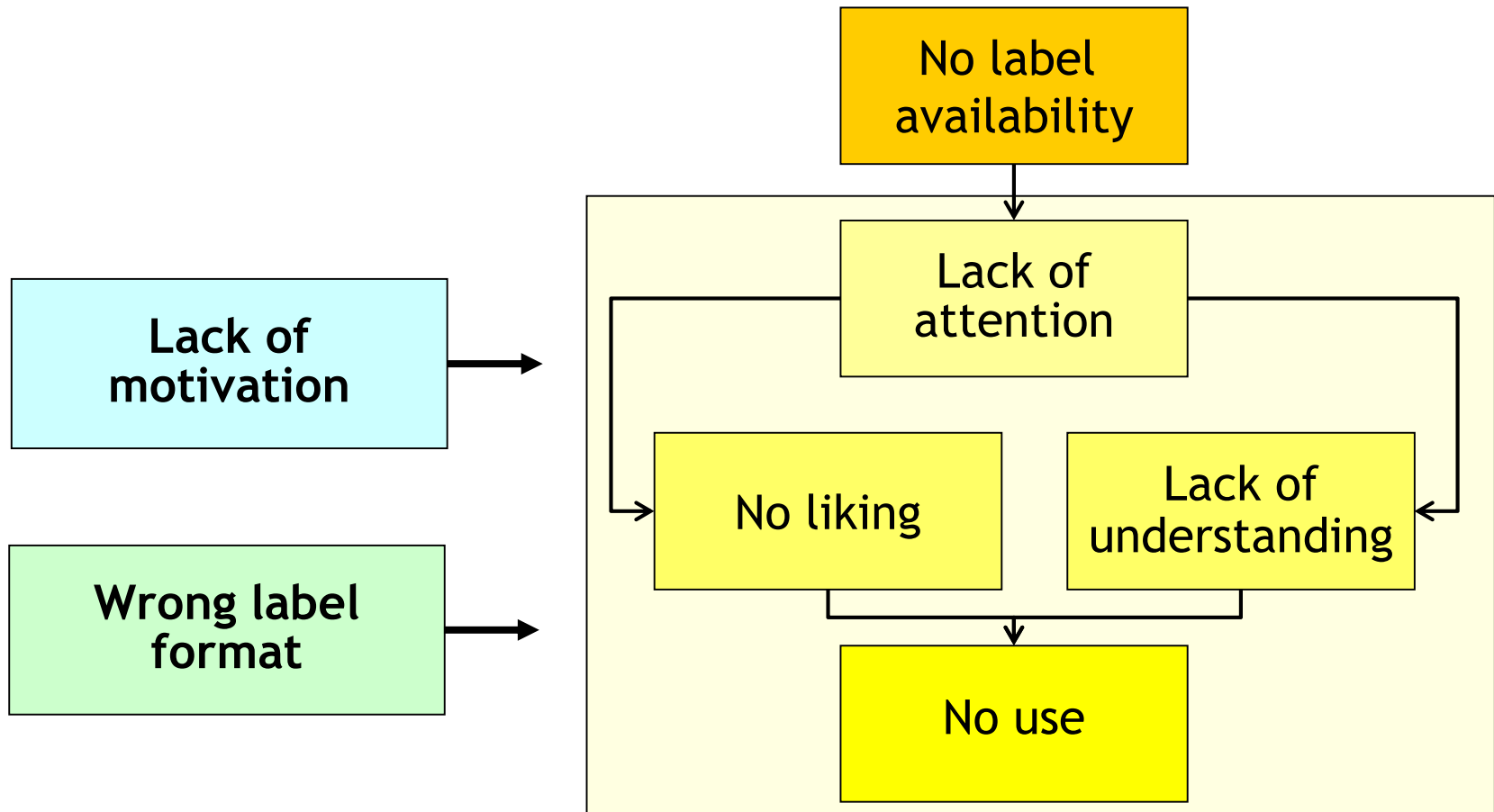


Γεωπονικό Πανεπιστήμιο Αθηνών  
Agricultural University of Athens



UNIVERSITAS  
VARSOVIENSIS  
University  
of Warsaw

# What could prevent the effectiveness of nutrition labelling?



## Main results - Availability & Attention

### Is lack of availability a bottleneck? YES and NO

- Across Europe, most products carry nutrition information.
- Consistent FOP with 100% penetration would help.  
(Penetration data, Attention & reading, In-store studies)

### Is lack of attention a bottleneck? YES

- Attention is a **major bottleneck** with regard to effects of nutrition labels on choice behaviour.
- Attention is related to motivation (more so than to label format).  
(Attention & reading, In-store studies)

## Main results - Liking & Understanding

### **Is lack of liking a bottleneck? NO**

- Consumers like idea of FOP nutrition labelling, like complex labels most (i.e. colour-coded GDA) and think they are most likely to use them. However, not correlated with actual impact on choices.

(Previous research, Attention & reading, Liking & attractiveness, Understanding & health inferences)

### **Is lack of understanding a bottleneck? NO**

- Consumers able to order products according to healthfulness with basic nutrition information.
- Variations in label format have only small or no effects.

(Previous research, Understanding & health inferences)

## Main results - Motivation

### Is lack of motivation a bottleneck? YES

- Motivation is a **major bottleneck**
- There are many other considerations apart from health when making food choices (e.g. price, taste, habitual buying, time constraints).
- Selecting according to preference is only partly determined by health considerations.
  - Labels more helpful for people with low self-control.

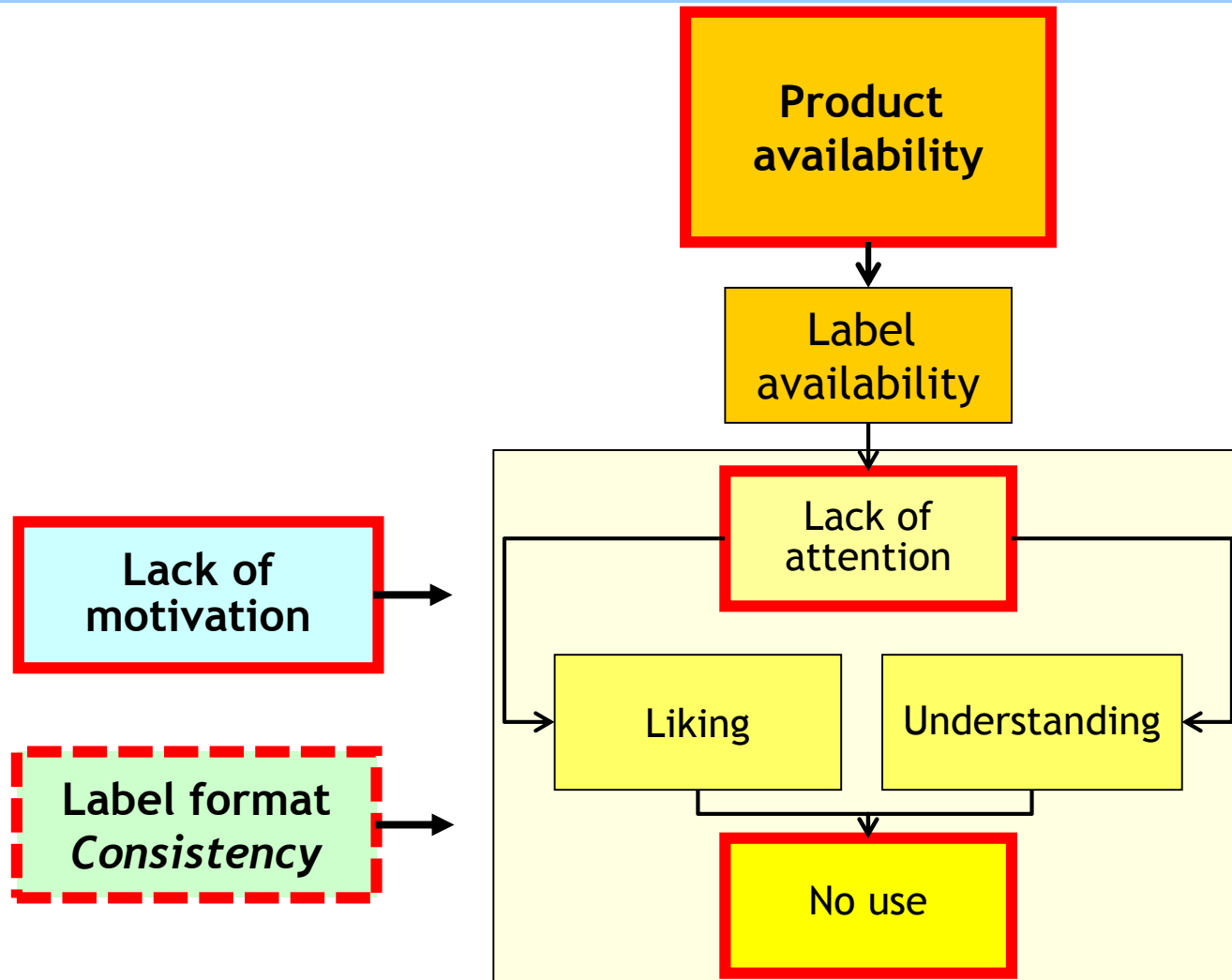
(Previous research, Attention & reading, In-store studies)

## Main results - Label format

### **Is the wrong label format a bottleneck? YES and NO**

- Providing consistent information that combines food/nutrient level information (logo/nutrient information/100g), can improve attention.  
(Attention & reading, In-store studies)
- A health logo can help (++ in situations of time pressure).  
(Attention & reading)
- Adding GDAs, text, TL colours has little or no effect.
  - Colour coding - small effects in certain situations  
(Attention & reading, Understanding & health inferences, In-store studies)

# Real bottlenecks





# What could make nutrition labelling more helpful and relevant?

- Wide penetration and familiarity
- Consistent (positioning and format), elements to improve attention
- Increased healthfulness of available product choices
- Need to see nutrition labelling in a broader context to increase health motivation
- Purchasing influenced by different factors (e.g. price, taste, situational factors, habits)

# The role of health-related claims and symbols in consumer behaviour

2012-2016 - 3.8 Mo, 14 partners

**Aim:** to study the effects of health claims and symbols in  
their context on consumer behaviour

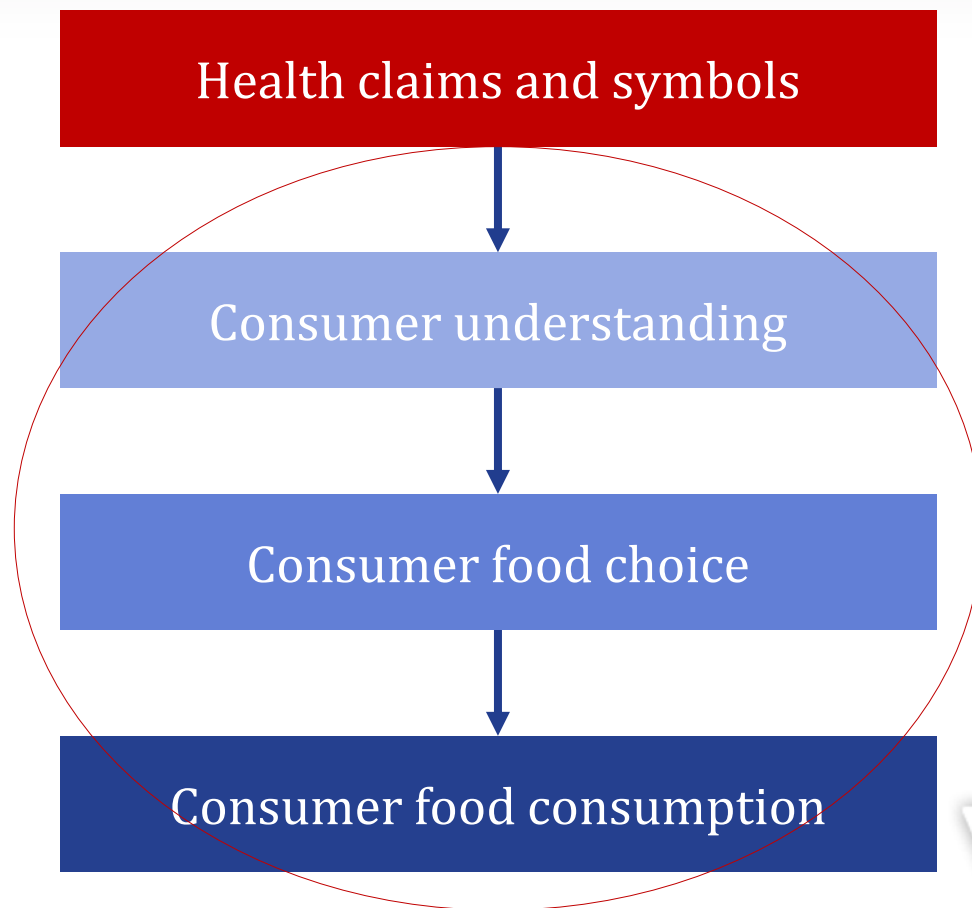


University of Ljubljana



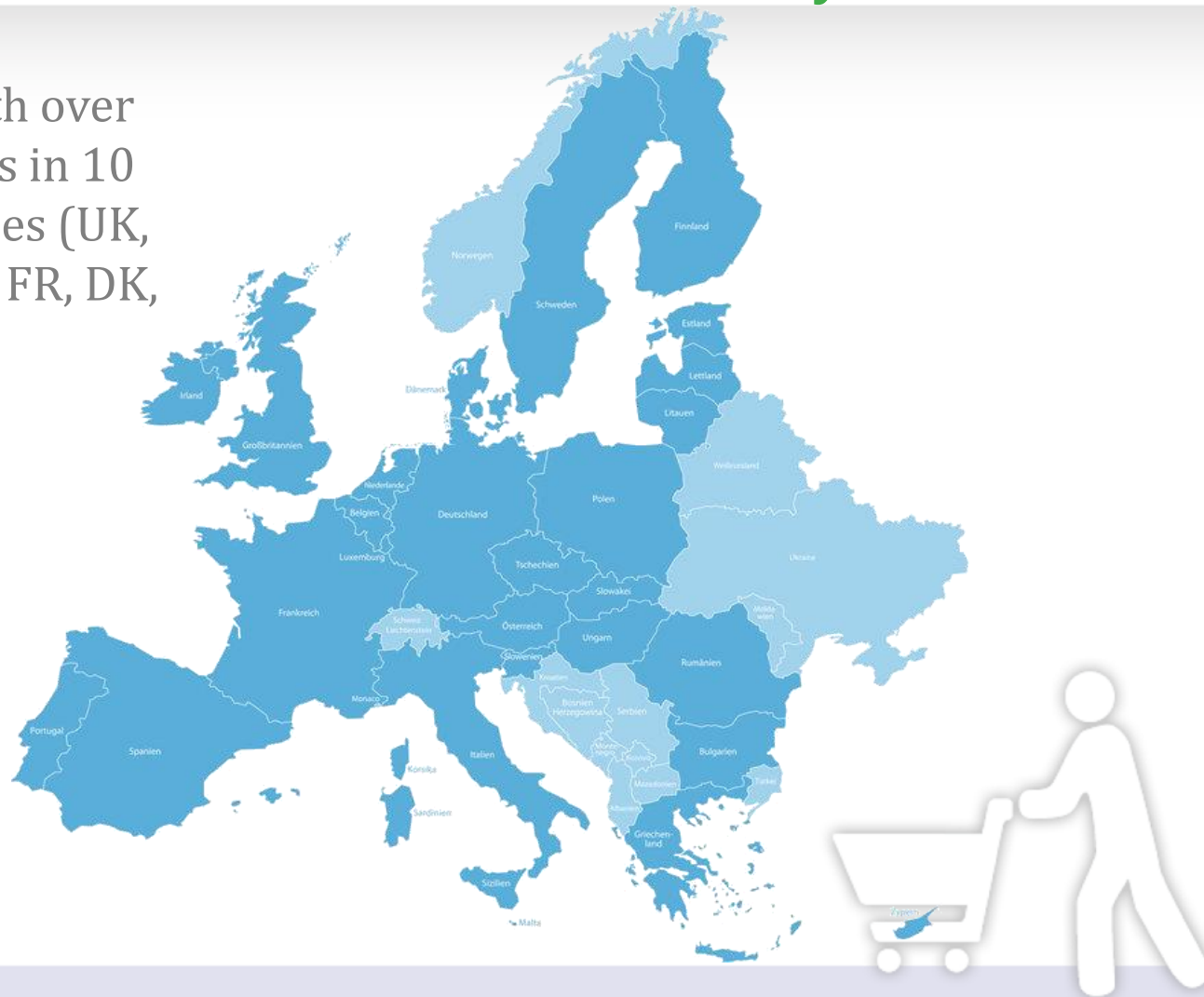
From September 2012 – July 2014





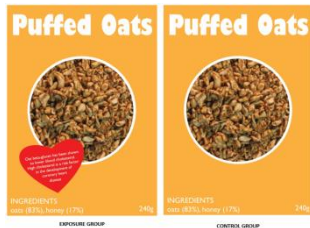
# Motivation and ability of European consumers to process health claims and symbols

Online survey with over 5.000 participants in 10 European countries (UK, DE, NL, ES, SI, CZ, FR, DK, GR, LI).



- Motivation and ability to process health claims and symbols are overall **moderate** (and correlated)
- **Need for information** emerges as the main driver for consumers' motivation to process
- **Motivation outweighs ability as a driver of health claim use**





Online studies  
(choice experiments, mock stores, surveys)

In-store studies  
(product choice, eye-tracking, arousal, sales data)



**Purchase effects**



**Household panel data analyses**

Food purchases before and after introduction of a health symbol

Segmenting consumers based on their socio-demographic factors



Effects of food intake (products with health claims) on body/health

Food choice and consumption at buffet studies (online & offline)

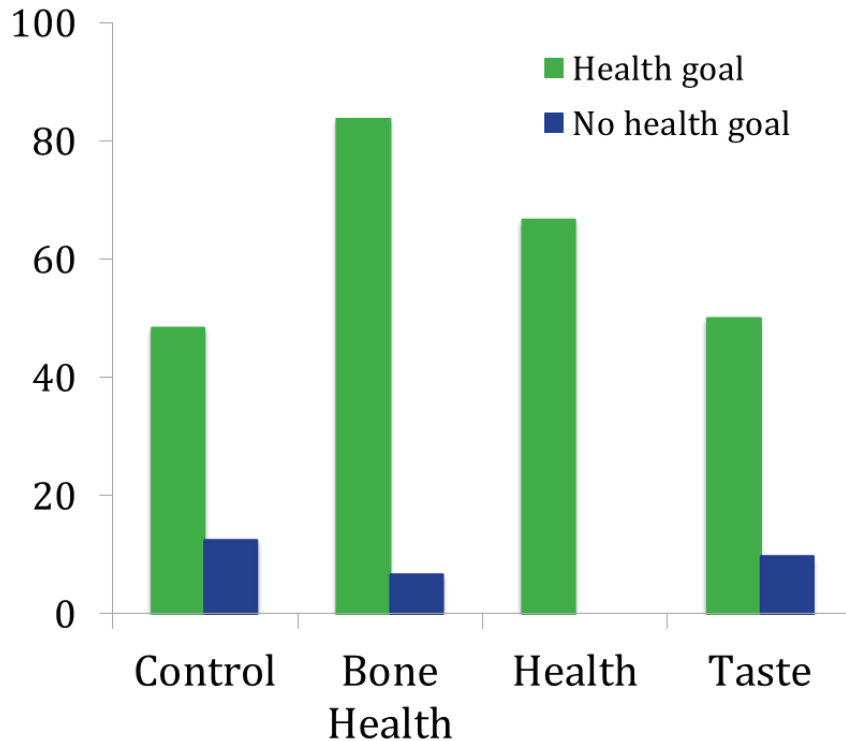
**Consumption effects**



# Select results: health goal activation



In a virtual supermarket, assortment of breakfast cereals carried a health claim with various images (claim-related, general health, taste – or no image), participants either had a health goal or not



**Health goal dominates the effects**

➤ **No relevant health goal → choice of product with health claim low**

**Health related images (claim-specific and overall health) can be helpful for people who actively search for product with claim**



# In-store experiments in Germany and Slovenia

Consumers with a health goal look at products with health claims longer (eye-tracking)

- Longest gaze/fixation for familiar nutrients and familiar functions
- Every second participant then also chose the product



However, a wear-out effect can occur: claims perceived as too familiar receive less attention and are chosen less frequently (lack of new information)



For a brand that is perceived as healthy, using an image that is congruent with the health claim:

- more product liking
- higher belief in products' healthiness
- higher purchase intention

# Overall conclusions

- Effects of claims and symbols, in their context, are subtle at best
- Attention is a bottleneck
- Health goal salience drives effects
- Visuals can support health claims and symbols
- Familiar nutrients are easier to process



# Take away message

- Nutrition labelling allows for, but does not cause, more healthful choices
- Need to create motivation and interest in using nutrition labels, and acting on them
- Consumer education about the labelling is crucial
- In countries where there have been communication campaigns, there is greater nutrition knowledge, awareness, understanding and use of labelling systems
- More long-term real-life studies are needed to better understand the impact of nutrition labelling on actual food choices

# Global update nutrition labelling

Update on  
existing nutrition  
labelling  
regulations,  
initiatives and  
research  
worldwide



Collaboration with food information  
organisations across the globe

**Thank you!**  
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