



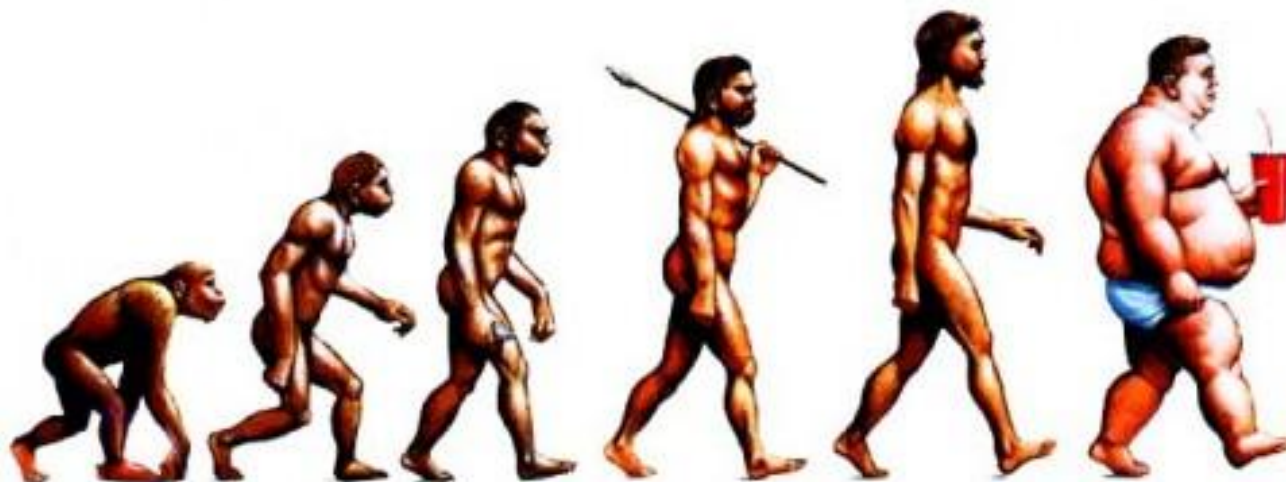
CHOICES INTERNATIONAL FOUNDATION

Nutrition standards by
Choices International

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The History of Mankind?





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The Choices Programme





Basic principles 1: based on the WHO Global Strategy (2004)

WHO request to the food industry:

**Less saturated fats, trans-fatty acids, sugars, salt; more fibre
Food labels simpler**

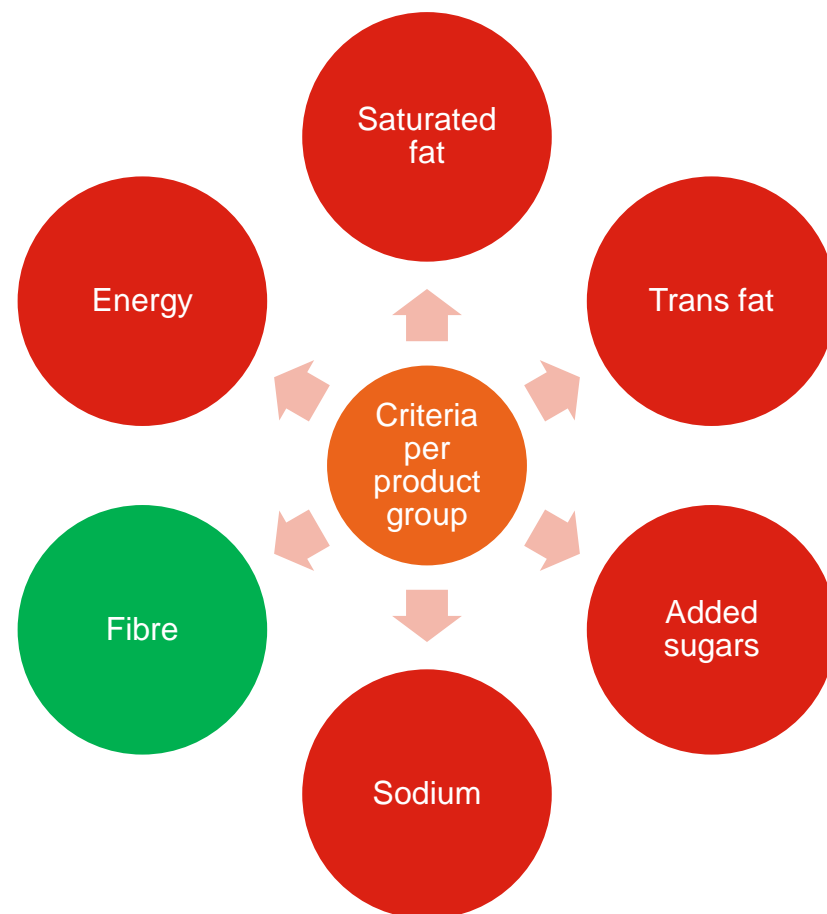


1. Help food industry to develop healthy innovations

2. Help consumers to select healthier options

Basic principles 2: product criteria

- For all food and drinks
- Food group specific
- Based on scientific evidence
- Transparent
- Reviewed every 4 years
- Globally applicable
- Regionally and nationally adapted



Basic principles 3: in the market

- Voluntary
- Open to all food companies: brands, retail, caterers
- Stakeholder cooperation and consultation
- Positive signal
- Consumer guidance in one blink of the eye
- Driver for reformulation



Facts and guidance

Simple guidance

Complex guidance

Facts and references

Nutrition facts



LOW	FAT 7.7g per serving
LOW	SATURATES 2.0g per serving
HIGH	SUGAR 42.2g per serving
MED	SALT 2.0g per serving



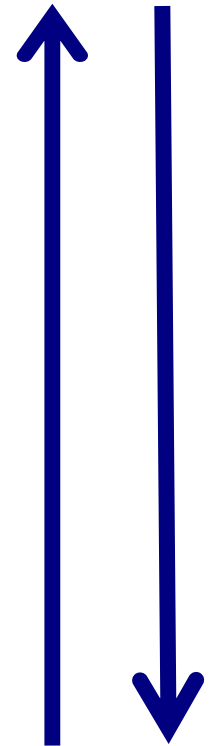
Each 250 ml bowl contains

kcal	Sugars	Fat	Saturates	Sodium
140	3g	1g	0.3g	0.3g
7%	3%	1%	1%	10%

of an adult's guideline daily amount*

Nutrition Facts	
Serving Size 100 cup (24.8 g)	
Amount Per Serving	
Calories 237	Calories from Fat 52
% Daily Value*	
Total Fat 9.5g	14%
Saturated Fat 3.6g	18%
Polysaturated Fat 1.2g	
Monounsaturated Fat 3.5g	
Cholesterol 1mg	0%
Sodium 20mg	4%
Total Carbohydrates 33.5g	11%
Dietary Fiber 4.2g	17%
Sugars 11.5g	
Protein 5.3g	
Vitamin A 0%	Vitamin C 2%
Calcium 0%	Iron 7%
Nutritional Units: 5	
* Based on a 2000 calorie diet	

Guidance,
simplicity



Information,
complexity

Positive front-of-pack logos



Australia



Stop 'n Shop USA



Singapore



Walmart, USA



Argentina (draft)



Slovenia



Mexico (draft)



Finland



Scandinavia



Abu Dhabi



Poland



Global

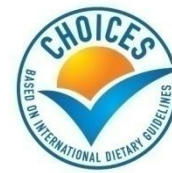


Netherlands

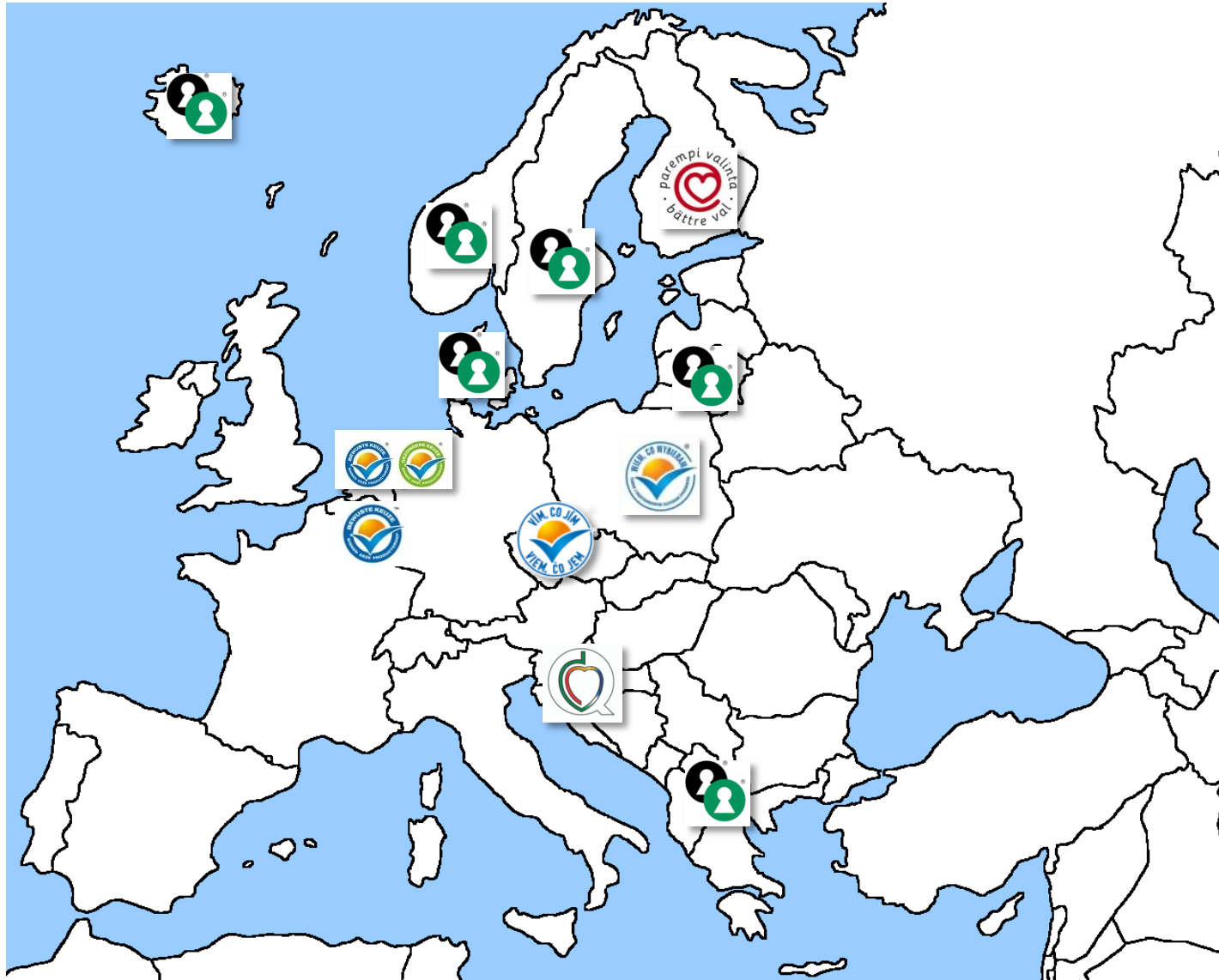


Philippines

Positive FOP logos in Europe



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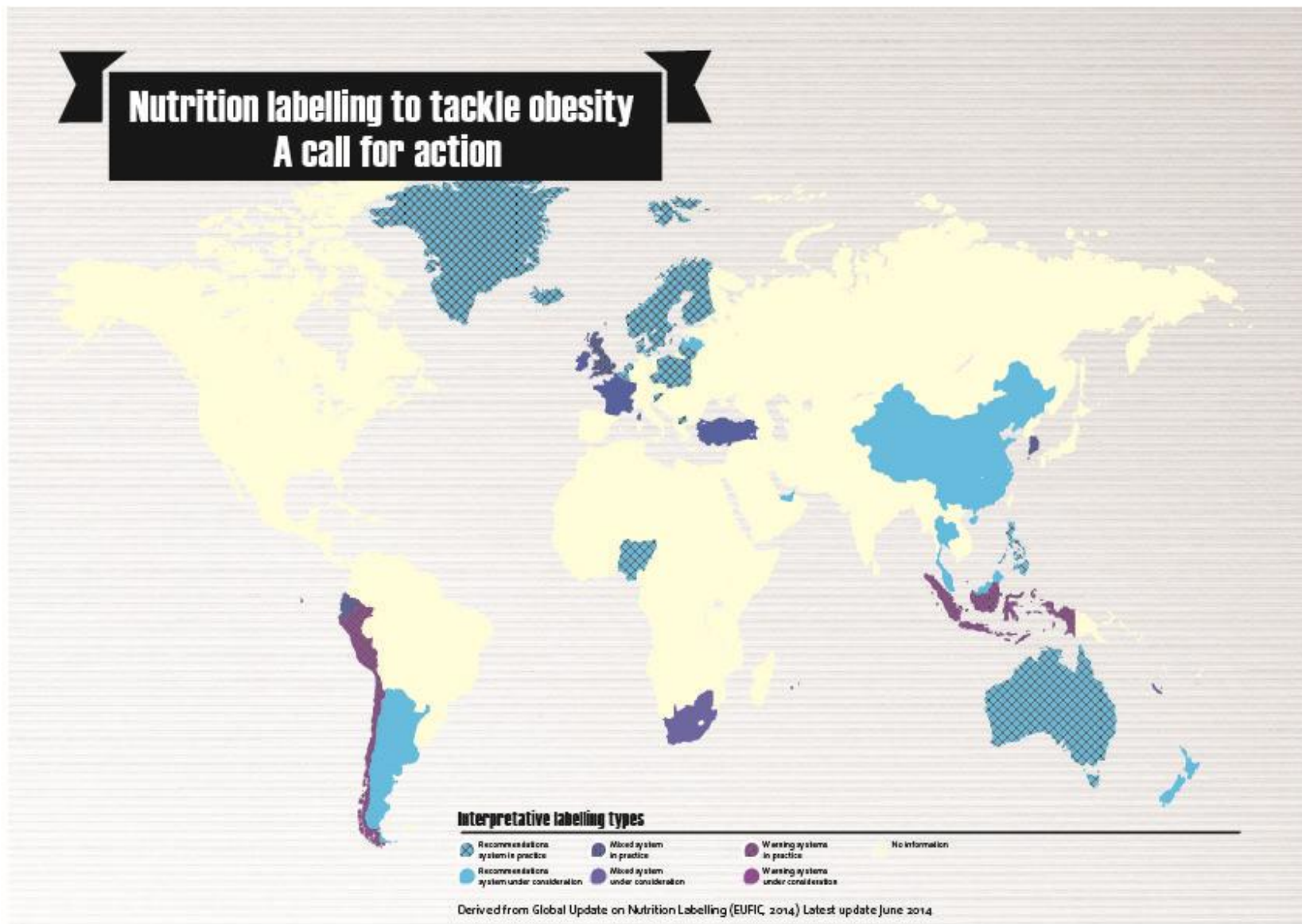
EU on voluntary FOP labelling



- 2013: Dutch use of the Choices logo notified in EU, including a check on trade barriers
- European Commission dec. 2013: Traffic Light is voluntary system.
- October 1, 2014: EU started legal inquiry against UK Traffic Light.

Nutrition labelling pressure

Nutrition labelling to tackle obesity A call for action





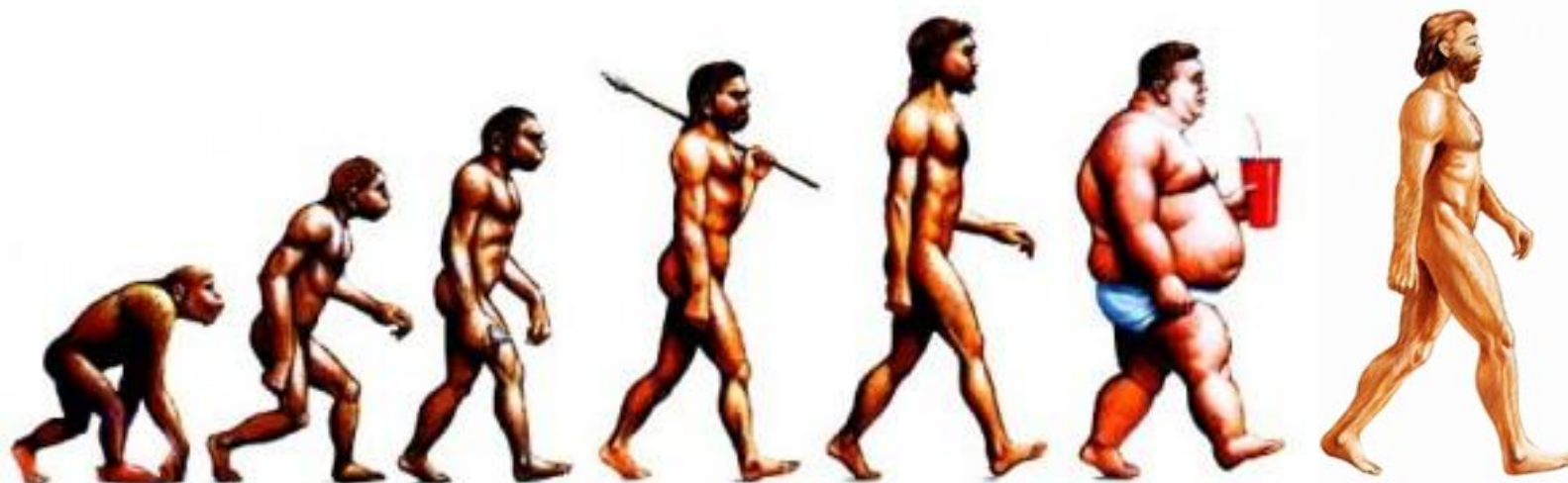
View on international trade

Trade has a responsibility to facilitate health promotion within free trade

Nutrition standards should be based on:

- International cooperation
- Based on shared principles
- Respect differences
- Share best practices
- Stakeholder consultation

The Future of Mankind?



Thank you for your interest!



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HEALTHY CHOICES MADE EASY

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