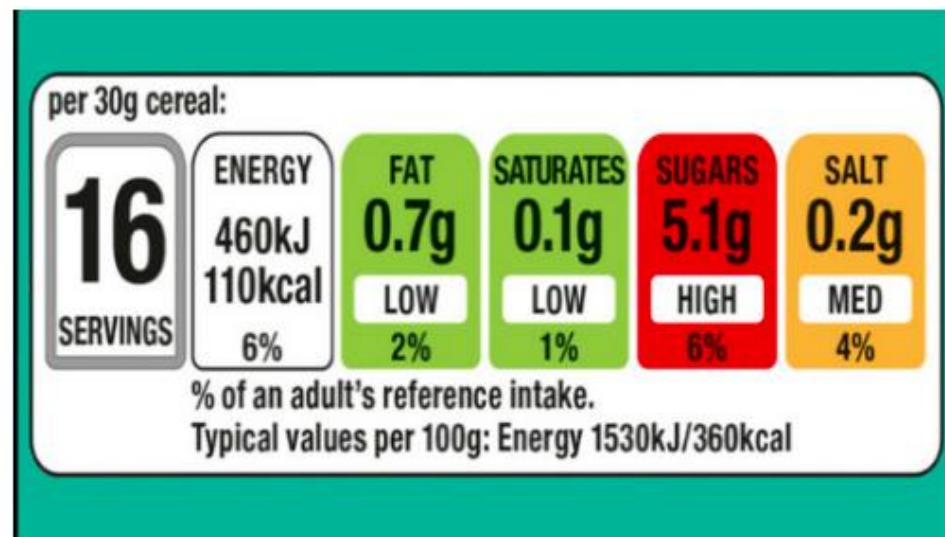ALTO en **AZÚCAR**

MEDIO en GRASA

BAJO en SAL

"Promote nutrition labelling, according to but not limited to, international standards… for all pre-packaged foods ..."

- World Health Organization Global Action Plan for the Prevention and Control of NonCommunicable Diseases

Nutrition Labeling Standards: protecting health and informing consumers

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3.5 HEALTH STAR RATING

ENERGY	SAT FAT	SUGARS	SODIUM	NUTRIENT
0000kJ	0.0g	0.0g	000mg	0.0g
0% DI*			LOW	HIGH

PER PACK

per 30g cereal:

16 SERVINGS

ENERGY	FAT	SATURATES	SUGARS	SALT
460kJ 110kcal	0.7g	0.1g	5.1g	0.2g
6%	LOW 2%	LOW 1%	HIGH 6%	MED 4%

% of an adult's reference intake.
Typical values per 100g: Energy 1530kJ/360kcal

Nutrition Information Panels are easy to understand – for anyone with a microscope, calculator and a few hours to spend in the grocery aisle

<div align="right">-Australian commentary</div>

Example of Nutrition Information Panel - USA

Nutrition Facts
Serving Size 1 cup (236ml)
Servings Per Container 1

Amount Per Serving
Calories (120)   Calories from Fat 45

% Daily Value*

Total Fat 5g — (8%)
  Saturated Fat 3g — (15%)
  Trans Fat 0g
Cholesterol 20mg — 7%
Sodium 120mg — 5%
Total Carbohydrate 11g — 4%
  Dietary Fiber 0g — 0%
  Sugars 11g
Protein 9g — 17%

Vitamin A 10%   •   Vitamin C 4%
Calcium 30% • Iron 0% •Vitamin D 25%
*Percent Daily Values are based on a 2,000 calorie diet. Your daily values may be higher or lower depending on your calorie needs.

"Information supplied should be for the purpose of <u>providing consumers with a suitable profile of nutrients</u> contained in the food and considered to be of nutritional importance. The information <u>should not lead consumers to believe that there is exact quantitative knowledge of what individuals should eat in order to maintain health</u>, but rather to convey an <u>understanding of the quantity of nutrients contained in the product</u>…"

<div align="right">- Codex Alimentarius</div>

http://www.fda.gov/Food/IngredientsPackaging Labeling/LabelingNutrition/ucm274593.htm

Evidence for the effect of interpretive front of pack labelling

- Increase consumer **awareness** of nutrition/health when shopping, increase **motivation** to choose healthier products
  - Most effective: <u>Front of pack label, simple, low density of information</u> (Systematic reviews: Hersey 2013; Campos 2011; van Kleef 2014; Graham 2012. Recent papers: Bialkova 2013; van Herpen 2012; Siegrist 2014)

- Increase consumer **understanding and interpretation** of nutrition information
  - Most effective: <u>Nutrient specific label, incorporating text and colour</u> (Systematic reviews: Hersey 2013; Hawley 2013; van Kleef 2014. Recent papers: Roberto 2012; Maubach 2014)

- Improve healthfulness of **purchasing/consumption** behaviour (Systematic reviews: Hersey 2013; Campos 2011; van Kleef 2014. Recent papers: Maubach et al 2014; Babio et al 2014)

- Stimulate **reformulation** of less healthy food products (Vyth et al 2010 – "Choices" logo)

Effects differ by format of label:
Need to consider policy objectives

Example of a traffic light symbol (UK) [a]

Each 40g serving contains

	Calories	Sugars	Fat	Saturates	Salt
	112	7g	1.5g	0.3g	0.6g
	6%	8%	2%	1%	10%

of an adult's guideline daily amount

Example of a %GDA symbol (U.S., UK, and other European countries) [b]

HEALTHY CHOICE

BASED ON INTERNATIONAL DIETARY GUIDELINES

Choices Programme (Example of a check-mark or tick symbol used internationally) [c]

Guiding Stars
Nutritious choices made simple

Guiding Stars (Shelf-tag 1-3 star rating system used in U.S.) [d]

Conclusion: international guidance would support implementation

- Strong rationale for government intervention:
  - Evidence that multiple formats is confusing for consumers (UK, Draper et al 2011)
  - Evidence that industry self regulation has limited compliance for less healthy foods (Aust, Carter et al 2013)
- Strong rationale for international support:
  - Global health problem and globalised food supply
  - Current standards do not address interpretive labelling
- Implementation would be supported by:
  - Systematic analysis of evidence base for best way to achieve different objectives
  - Recommendations for policy options based on evidence