

Nutrition labelling and information to help consumer understand food labels

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DEPARTMENT
**FOOD SAFETY, NUTRITION
AND VETERINARY
PUBLIC HEALTH**

Reg. UE 1169/2011

L 304/18

EN

Official Journal of the European Union

22.11.2011

**REGULATION (EU) No 1169/2011 OF THE EUROPEAN PARLIAMENT AND OF THE COUNCIL
of 25 October 2011**

on the provision of food information to consumers, amending Regulations (EC) No 1924/2006 and (EC) No 1925/2006 of the European Parliament and of the Council, and repealing Commission Directive 87/250/EEC, Council Directive 90/496/EEC, Commission Directive 1999/10/EC, Directive 2000/13/EC of the European Parliament and of the Council, Commission Directives 2002/67/EC and 2008/5/EC and Commission Regulation (EC) No 608/2004

(Text with EEA relevance)



Reg. UE 1169/2011

Nutritional labelling – Back-of-pack

NUTRITION DECLARATION	
Average nutritional values per 100g	
Energy	kJ / kcal
Fat	g
of which saturates	g
Carbohydrate	g
of which sugars	g
Protein	g
Salt	g

Reg. UE 1169/2011

Nutritional labelling – Front-of-pack

Article 35

Additional forms of expression and presentation

1. In addition to the forms of expression referred to in Article 32(2) and (4) and Article 33 and to the presentation referred to in Article 34(2), the energy value and the amount of nutrients referred to in Article 30(1) to (5) may be given by other forms of expression and/or presented using graphical forms or symbols in addition to words or numbers provided that the following requirements are met:

- (a) they are based on sound and scientifically valid consumer research and do not mislead the consumer as referred to in Article 7;
- (b) their development is the result of consultation with a wide range of stakeholder groups;
- (c) they aim to facilitate consumer understanding of the contribution or importance of the food to the energy and nutrient content of a diet;
- (d) they are supported by scientifically valid evidence of understanding of such forms of expression or presentation by the average consumer;
- (e) in the case of other forms of expression, they are based either on the harmonised reference intakes set out in Annex XIII, or in their absence, on generally accepted scientific advice on intakes for energy or nutrients;
- (f) they are objective and non-discriminatory; and
- (g) their application does not create obstacles to the free movement of goods.

3. Member States shall ensure an appropriate monitoring of additional forms of expression or presentation of the nutrition declaration that are present on the market in their territory.

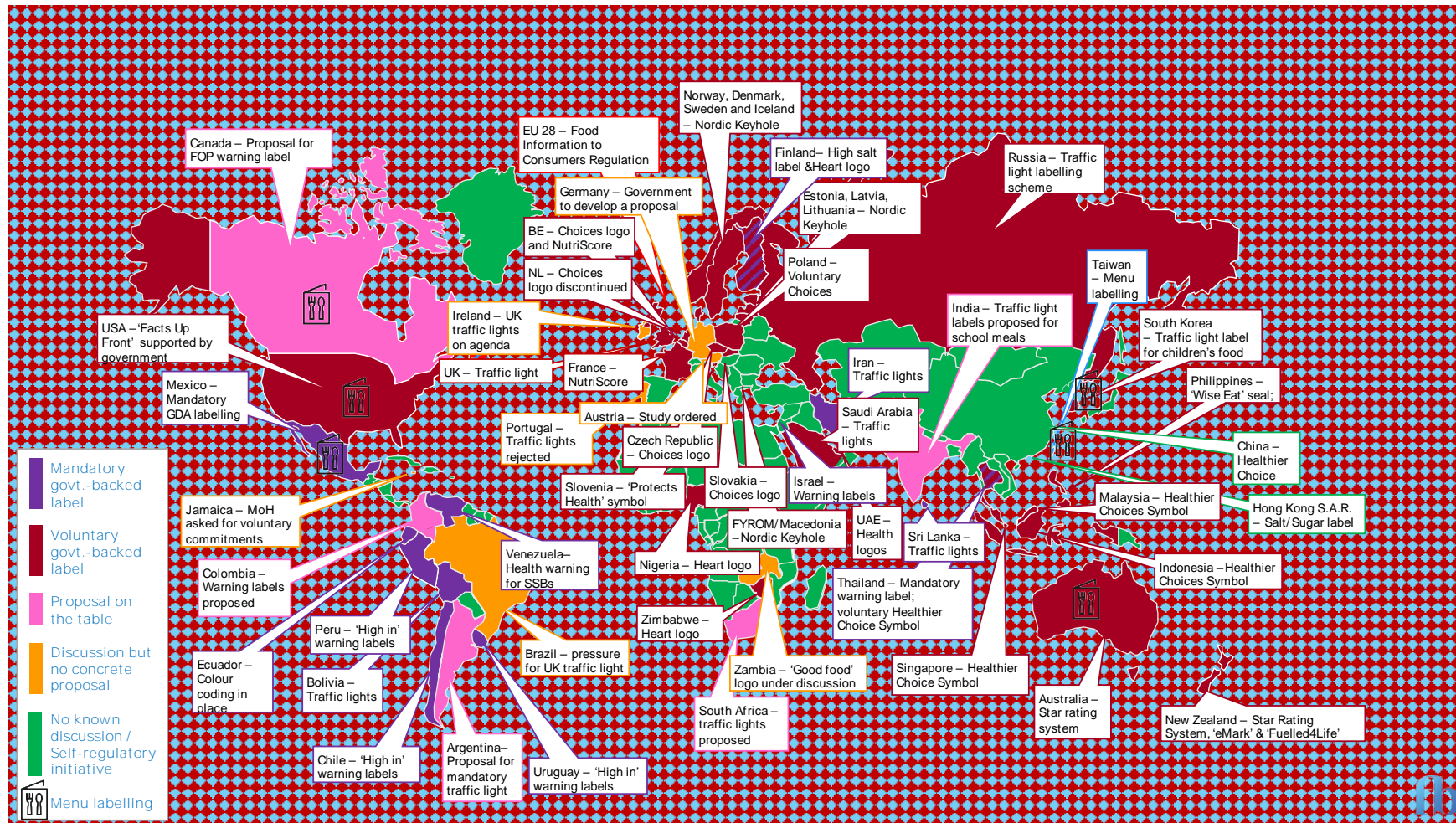
To facilitate the monitoring of the use of such additional forms of expression or presentation, Member States may require food business operators placing on the market in their territory foods bearing such information to notify the competent authority of the use of an additional form of expression or presentation and to provide them with the relevant justifications regarding the fulfilment of the requirements laid down in points (a) to (g) of paragraph 1. In such cases, information on the discontinuation of the use of such additional forms of expression or presentation may also be required.

4. The Commission shall facilitate and organise the exchange of information between Member States, itself and stakeholders on matters relating to the use of any additional forms of expression or presentation of the nutrition declaration.

5. By 13 December 2017, in the light of the experience gained, the Commission shall submit a report to the European Parliament and the Council on the use of additional forms of expression and presentation, on their effect on the internal market and on the advisability of further harmonisation of those forms of expression and presentation. For this purpose, Member States shall provide the Commission with relevant information concerning the use of such additional forms of expression or presentation on the market in their territory. The Commission may accompany this report with proposals to modify the relevant Union provisions.



FoP schemes around the globe



Guiding principles and framework manual for front-of-pack labelling for promoting healthy diet

Pre-formatted final draft - May 2019



World Health Organization



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JRC SCIENCE FOR POLICY REPORT

Front-of-pack nutrition labelling schemes: a comprehensive review

S Storcksdieck genannt Bonsmann,
G Marandola, E Ciriolo, R van Bavel,
J Wollgast

2020



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Table 1 – Typologies and formats of FOP nutrition labelling schemes implemented/proposed/announced at Member States⁹ and UK level

Taxonomies put forward in the literature				Examples of FOP schemes	Developer	EU Member State	
Nutrient-specific labels	Numerical	Non-directive	Reductive (non-interpretative)	Reference Intakes label		Private	Across the EU
				NutrInform Battery		Public	IT
	Colour-coded	Semi-directive	Evaluative (interpretative)	UK FOP label		Public	UK
				Other 'traffic light' labels		Private (retailers)	PT, ES
Summary labels	Positive (endorsement) logos	Directive	Evaluative (interpretative)	Keyhole		Public	SE, DK, LT
				Heart/Health logos		NGO Public	FI SI HR
				Healthy Choice		Private	CZ, PL Phased out in NL
	Graded indicators			Nutri-Score		Public	FR, BE ES, DE, NL, LU

SCIENTIFIC OPINION

ENDORSED: 28 October 2021

doi:10.2903/j.efsa.2021.N.NNNN

1 **Scientific Opinion advising on the development of**
2 **harmonised mandatory front-of-pack nutrition labelling**
3 **and the setting of nutrient profiles for restricting nutrition**
4 **and health claims on foods**
5

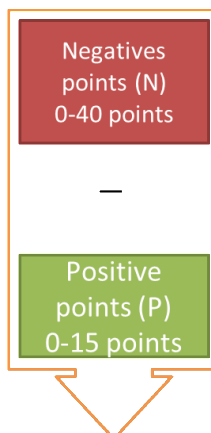
6 EFSA Panel on Nutrition, Novel Foods and Food Allergens (NDA),
7 Dominique Turck, Torsten Bohn, Jacqueline Castenmiller, Stefaan de Henauw, Karen Ildico
8 Hirsch-Ernst, Helle Katrine Knutsen, Alexandre Maciuk, Inge Mangelsdorf, Harry J McArdle,
9 Androniki Naska, Carmen Pelaez, Kristina Pentieva, Frank Thies, Sophia Tsabouri, Marco
10 Vinceti, Jean-Louis Bresson and Alfonso Siani

Nutriscore algorithm

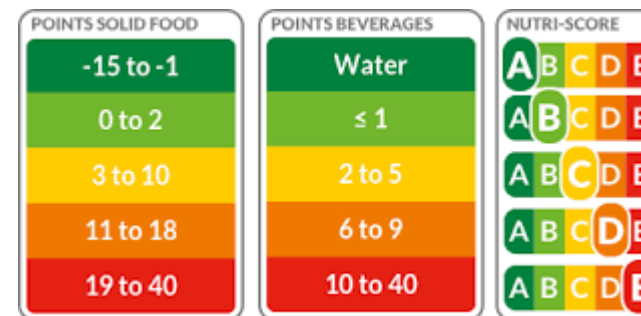
Nutrient /100g	Points
Energy (KJ)	0-10
Sugars (g)	0-10
Saturated Fatty acids (g)	0-10
Sodium (g)	0-10

Element /100g	Points
Fruits, vegetables, pulses, nuts, and rapeseed, walnut and olive oils, (%)	0-5
Fibres (g)	0-5
Proteins (g)*	0-5

*Depending on the number of negative points and the content in « fruits, vegetables, pulses, nuts and oils », proteins are taken into account or not.



FINAL SCORE
N-P



Points N ≥ 11

Points «Fruits, vegetables, pulses, nuts, and rapeseed, walnut and olive oils » ≥ 5*

Final Score =
Points N – **Points P**

Points « Fruits, vegetables, pulses, nuts, and rapeseed, walnut and olive oils » < 5*

Final Score =
Points N – (**Points fibres + Points Fruits, vegetables, pulses, nuts, and rapeseed, walnut and olive oils**)

Nordic keyhole algorithm



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)

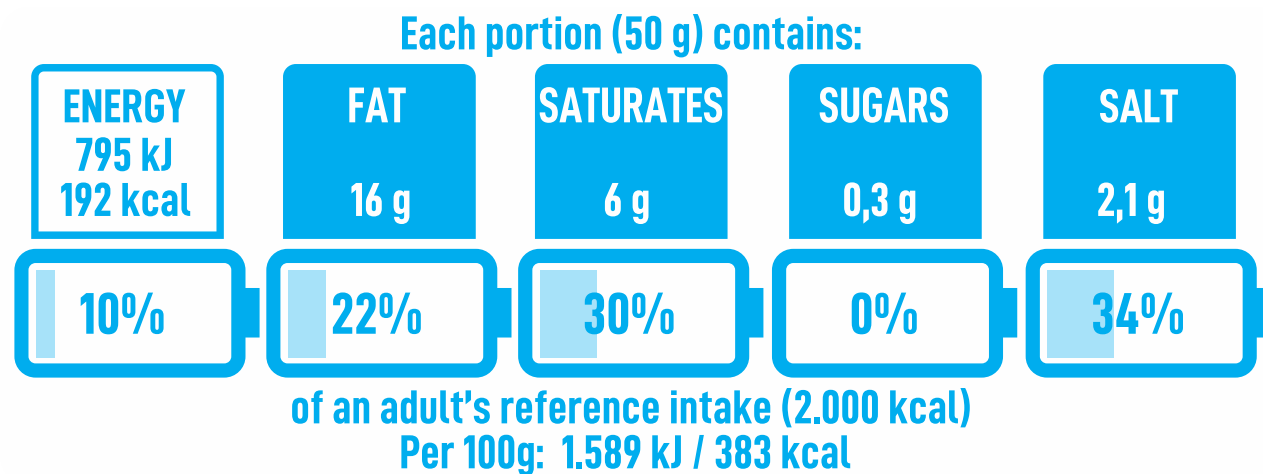
No novel foods with sweetening properties

No phytosterols/phytostanols or their esters

Not on foodstuffs for children up to 36 months

NutrInform Battery

*Italian official front-of-pack nutrition labelling
(FOPNL) system

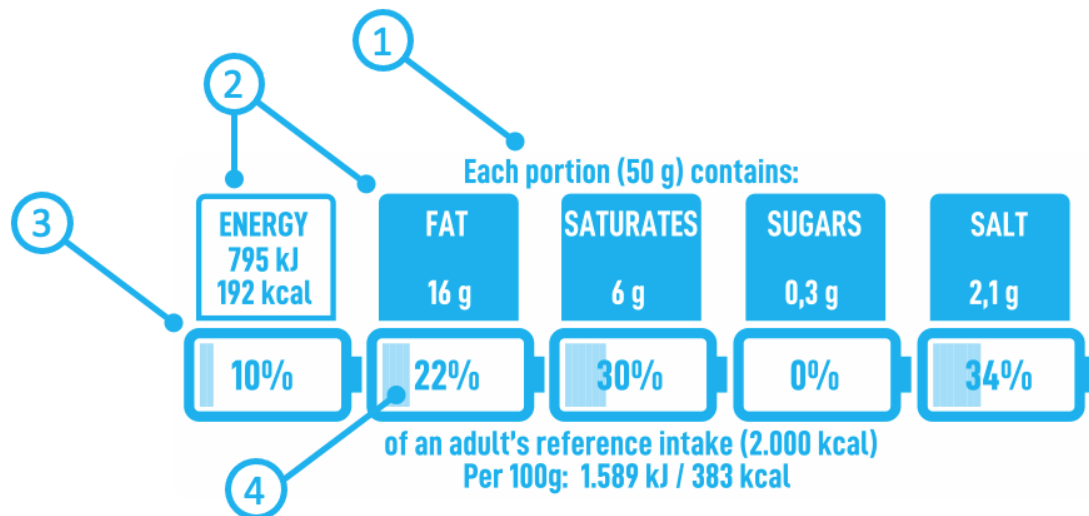


Developed in 2019 by a working group which included:

- ✓ Ministers of Health, Agriculture, Foreign Affairs and Economic Development
- ✓ Consumers associations
- ✓ Health and nutrition scientists
- ✓ Agricultural experts
- ✓ Representatives of food producers

NutrInform Battery front of pack nutrition label

How to use the NutrInform Battery FOPL



- 1 All the indicated values concern the single portion.
- 2 Each box indicates the quantity of calories, fats, saturated fats, sugars and salt of the single portion. The energy content is expressed in Joule and Calories. The contents of fats, saturated fats, sugars and salt are expressed in grams.
- 3 Inside the "battery" symbol the percentage of energy, fats, saturated fats, sugars and salt contained in each single portion compared to the recommended daily intake quantity, is reported.
- 4 The charged part of the battery graphically represents the percentage of energy or nutrients contained in the single portion, allowing to quantify it also visually. Each food consumed during the day "fills" the battery charge in order to lead consumers to avoid exceeding the maximum recommended daily intake quantities.

Additional information

The reference on which the individual batteries are calibrated (calories, total fats, saturated fats, sugars and salt) are the European parameters set forth in Annex XIII part B of EU Regulation no. 1169/2011 – art. 35.



The NutrInform Battery is based on portions, not on a 100g standard, in order to calculate the food really consumed.

Portions for each food category have been set by Italian health authorities in accordance with national nutrition guidelines.

The RDA are established by EFSA, as following:

Energy: 8400 kj / 2000 kcal

Fats: 70 g

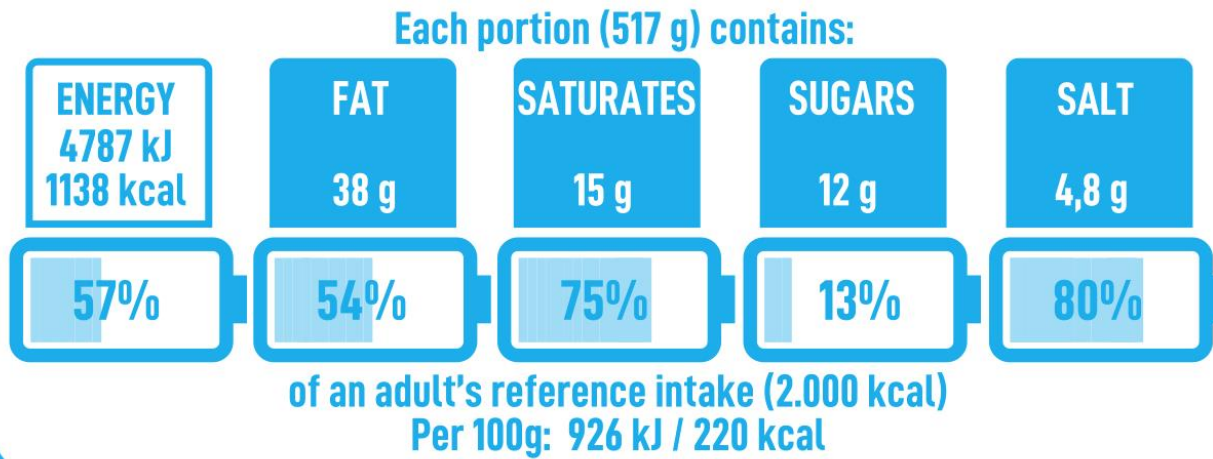
Saturated fats: 20 g

Sugar: 90 g

Salt: 6 g

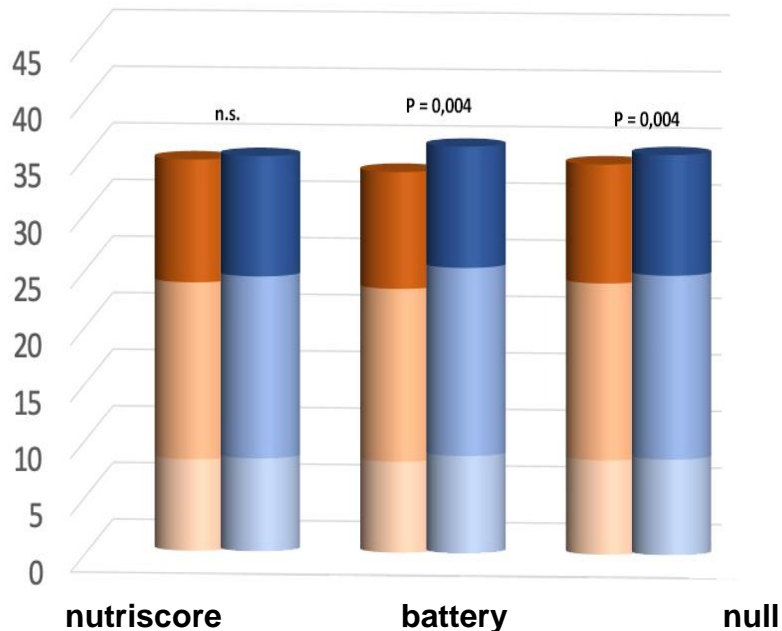
NutrInform Battery

- Calculates the full pizza (517g) and not only a part of it*
- Highlights to consumers that the percentage of calories, saturated fats and salt on daily requirement is very high.



*The portion of a pizza is 350g. If a product is packaged in a size that exceeds the portion but is less than its double, the entire product is considered as the portion. This to prevent producers from exploiting the system (as it happens with Nutri-Score) by showing data that do not correspond to the amount actually consumed.

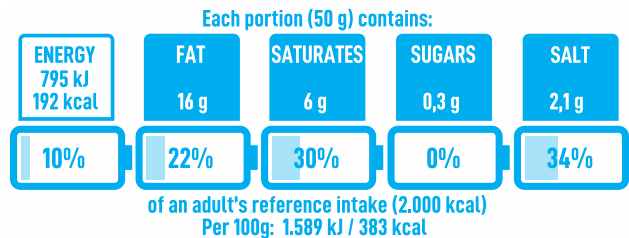




In 2019, a research based on a scientific protocol developed by the Italian Institute of Health – Istituto Superiore di Sanità tested the NutrInform Battery in a real life setting among a representative sample of 300 Italian families.

The NutrInform Battery was highly appreciated and outperformed Nutri-Score in the ability

Total and section-specific results (expert recommendations: lighter color; food and nutrient knowledge: dark color; health impact of nutrition: darker color) of the Nutrition Knowledge Questionnaire at T0 (first column) and T4 (second columns).

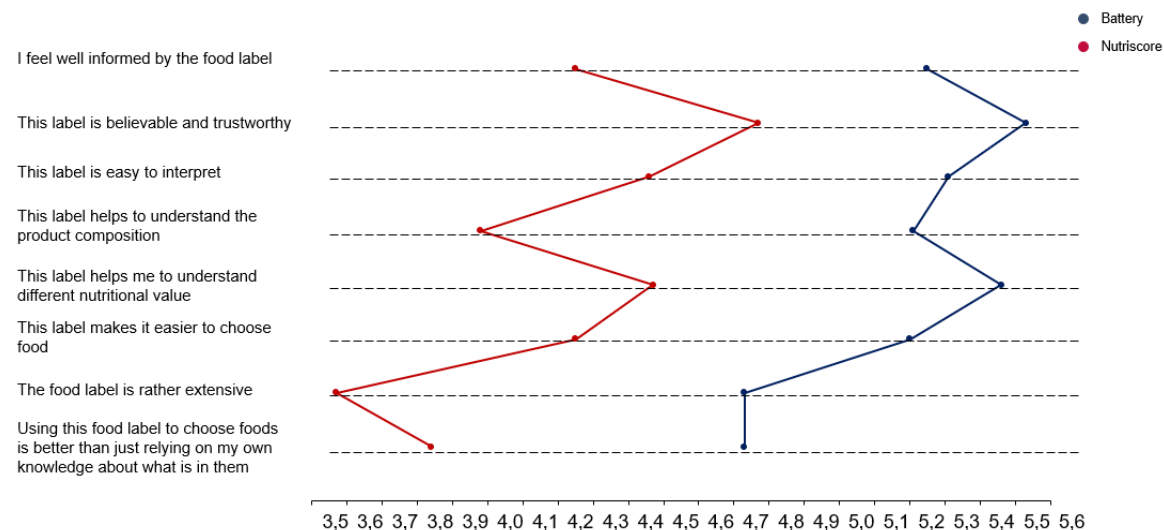


- ✓ to be informative
- ✓ to be credible and easy to understand
- ✓ to help customers understand product composition and make related decisions

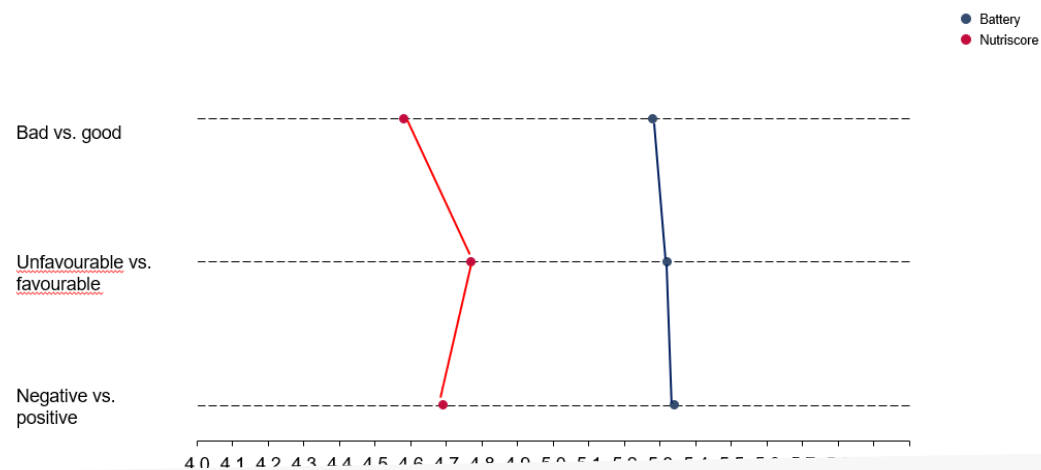
Italian “Battery” vs Nutri-Score: Consumers’ subjective understanding and liking of front – of – pack nutrition labels in Italy

Methods: The subjective understanding and liking of Nutri-Score and Battery were investigated through a questionnaire of 200 Italian respondents completed by a face-to-face interview. Participants saw one of the two possible conditions - FoP: Nutri-Score vs. Battery on 5 different product classes each with two alternatives: sauces, yogurt, saltines, biscuits and ready-sliced meat. After having analyzed the products, they had a set of questions to answer linked to the label they saw.

Mean results on a 1-7 scale



Mean results on a 1-7 scale





NutrInform Battery

By scanning products' QR code, consumers can update the App with all the foods they consume during the day. The App updates in real time all data on the NutrInform Battery boxes and the charge level of the battery.

This feature helps consumers have their overall daily diet always under control.



***Thanks for your
attention***



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