

Front of Pack Nutrition Labelling

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Cardiff



Front of Pack Nutrition Labelling

- Agency recommended principle-based approach to FOP in March 2006.
- Consisted of 4 core elements:
 - Separate info on fat, sat fat, sugars and salt
 - Traffic light colour coding and High, Medium and Low text
 - Information on the level of nutrient (in grams)
 - Use of Agency's criteria (for colour coding and text)
- Flexible approach to design



Developments in FOP labelling in UK - impetus for revisiting Agency advice

- Since 2006, majority of manufacturers and retailers have voluntarily introduced FOP labels which adhere to some or all of the Agency's recommendations.
- The various FOP labels mainly differ in the interpretive elements used within them.
- Evaluation of FOP labelling schemes.
- Consultation on technical issues associated with developing a single approach.
- A series of nationwide Citizen's forums.



FOP Consultation - Responses to Technical Questions

- **Calories** - Unanimous support for including calories ($\frac{1}{2}$ support not including interpretive elements, $\frac{1}{2}$ suggest %GDA should be included).
- **GDA for Sugars** - Support to express total sugars in relation to 90g GDA value developed by the IGD.
- **Salt** - Majority agreed 'high' threshold should be aligned with the nutrient profiles for Nut. Health Claims (1g/100g or 1.8g per portion).
- **Saturated Fat** - Majority of respondents agreed to use the term 'saturates' to communicate saturated fat.
- **Scope** - Agreement to extend to cover a wider range of foods.
- **Portion Size** - $\frac{2}{3}$ of respondents agreed to not develop separate criteria for small portions to avoid adding complication.
- **Legibility** - Agreed that this was an area where greater consistency in approach would be beneficial for consumers.
- **Public awareness** - Agreed that encouraging usage of FOP important. Consistency in provision of information needed and all stakeholders to work together.



Citizens' Forums - Findings

- High awareness of FOP labelling.
- FOP seen as a way to save time & make informed choices.
- Co-existence of a variety of FOP nutrition labels make it difficult for consumers to make product comparisons;
- Desire for an approach developed and controlled by Government to help inform choices.
- Liked a FOP label which included text, %GDA and TL colours



Proposed framework for FOP labelling

A single FOP approach could be achieved by applying **all 5** of the following principles:

1. Provision of information on the amount (g) of fat, saturated fat, sugar, salt and calories in a specified portion.
2. Provision of portion information (e.g. 1/4 pie or 1 biscuit) as well as the weight in grams and number of portions per packet.
3. Provision of interpretive elements (not applied to calories):
 - High, Medium, or Low textAnd/or
 - Traffic light coloursAnd
 - %GDA values in a portion
4. Flexibility in presentation, provided the label design does not mislead or confuse the consumer.
5. Application to a wide range of pre-packed composite processed foods.



Illustrations as described in the proposed framework for FOP nutrition labelling

%GDA and Text

¼ pie (175g) typically contains (pack serves 4)

Energy	Fat	Saturates	Sugars	Salt
1606 kJ	MEDIUM	HIGH	LOW	MEDIUM
383 kcal	18.5g	8.9g	2.2g	1.28g
	26%	45%	2%	21%

of your guideline daily amount

¼ pie (175g) typically contains (pack serves 4)

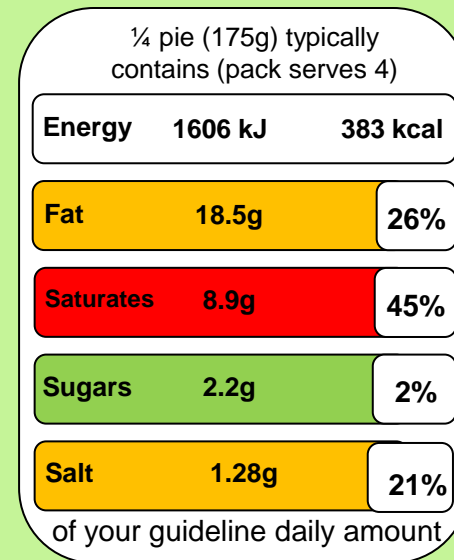
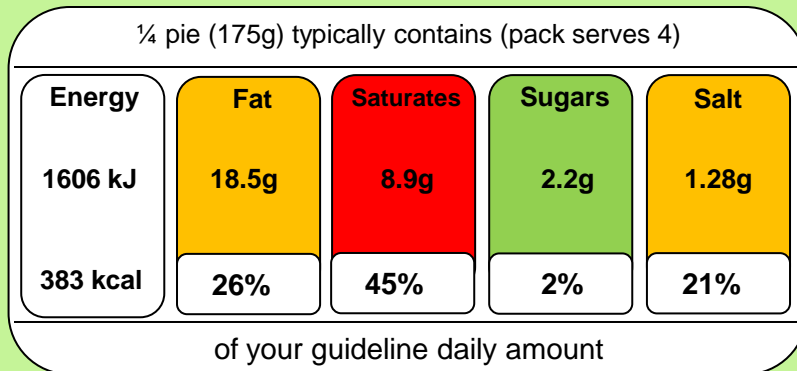
Energy	1606 kJ	383 kcal
Fat	18.5g	26%
Saturates	8.9g	45%
Sugars	2.2g	2%
Salt	1.28g	21%

of your guideline daily amount



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%GDA and traffic light colour coding



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%GDA, traffic lights colours and text

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