

What is Front-of-Pack Labelling?

*Codex Committee on Food Labelling
FAO/WHO Information Meeting on
Front-of-Pack Nutrition Labelling*

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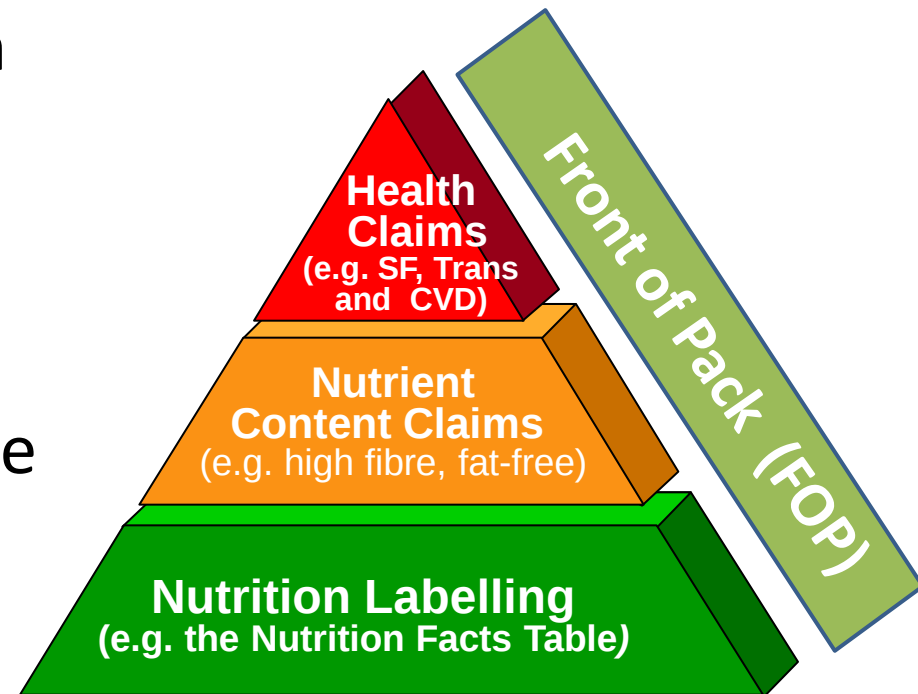
Background

- ↑ Burden of diet-related chronic disease¹
 - ▣ Account for 60% of deaths worldwide²
- ▣ Unhealthy diet is a preventable risk factor
 - ▣ Individuals and populations should limit^{1,3}:
 - Total calories
 - Saturated and trans fat
 - Sugar
 - Salt

1. WHO. Diet, Nutrition and the Prevention of Chronic Disease (2003); 2. WHO. Preventing chronic diseases: a vital investment. 2005.; 3. WHOWHO. Global Strategy on Diet, Physical Activity and Health (2005)

Nutrition Information on Foods

- A hierarchy of information about nutrition.
- To help consumers make food choices that will enhance health and reduce risk of chronic disease.



Adapted from: GUIDELINES ON NUTRITION LABELLING
GENERAL STANDARD FOR THE LABELLING OF PREPACKAGED FOODS
GUIDELINES FOR USE OF NUTRITION AND HEALTH CLAIMS
HEALTH CANADA PRESENTATIONS ON NUTRITION LABELLING

Countries with Nutrition Labelling

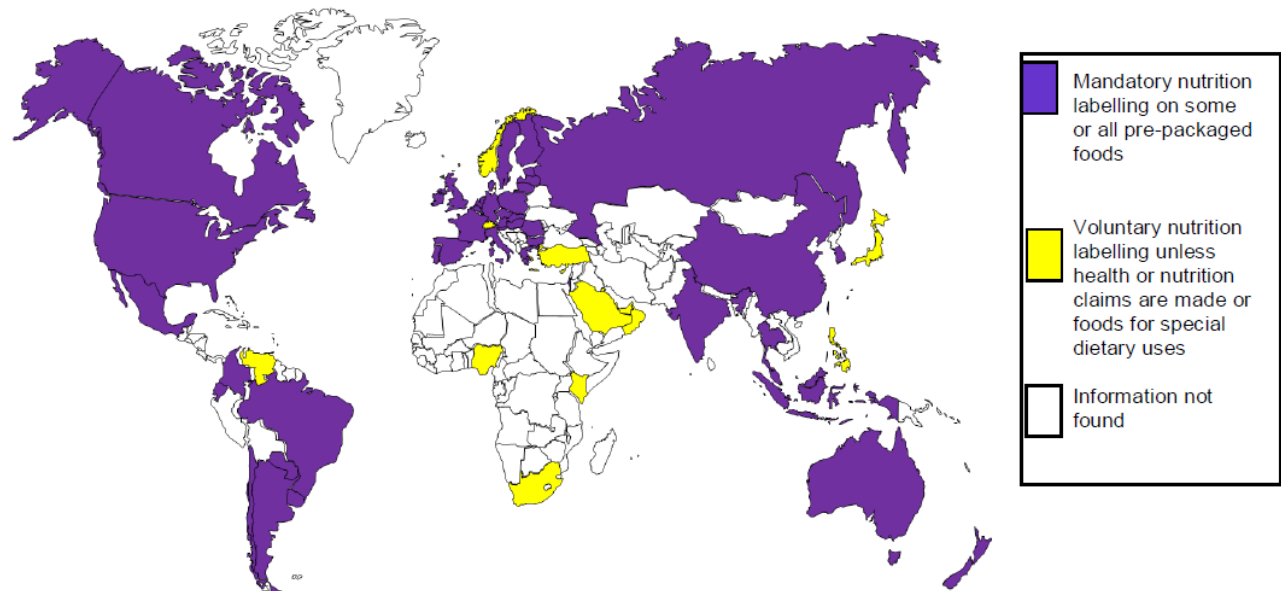


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“Consumers require accurate, standardized and comprehensible information on the content of food items”

-WHO, 2005

Global overview of mandatory and voluntary nutrition labelling



Source: EUFIC. Global Update on Nutrition Labelling. 2013



Objectives of Nutrition Labelling

Nutrition Facts table

- Enable food choices that prevent and/or manage chronic disease
- Standardize presentation to ↓ consumer confusion
- Allow comparisons among foods at point of purchase

Claims

- Enable informed dietary choices , consistent with health
- Consistent & not deceptive
- Based on recognized health & scientific criteria

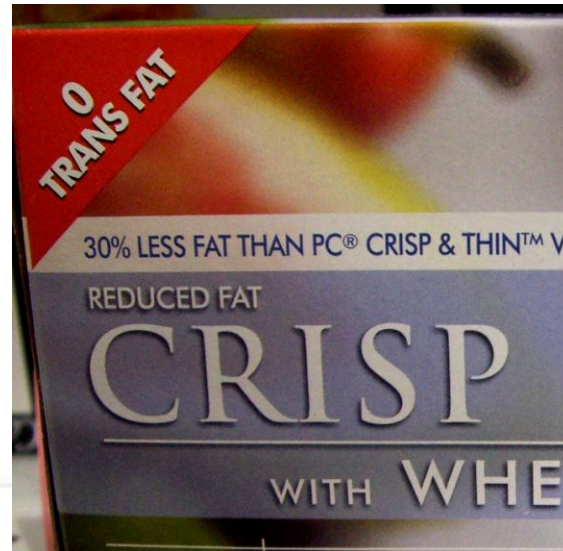
➤ **Support and facilitate healthier product reformulations**

Types of Nutrition Information on Food Packages



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Nutrition Facts Valeur nutritive	
Per 1 cup (55 g) / par 1 tasse (55 g)	
Amount Teneur	% Daily Value % valeur quotidienne
Calories / Calories 165	
Fat / Lipides 3 g	5 %
Saturated / saturés 0 g + Trans / trans 0 g	0 %
Cholesterol / Cholestérol 0 mg	
Sodium / Sodium 50 mg	2 %
Carbohydrate / Glucides 30 g	10 %
Fibre / Fibres 3 g	12 %
Sugars / Sucres 4 g	
Protein / Protéines 4 g	
Vitamin A / Vitamine A	0 %
Vitamin C / Vitamine C	0 %
Calcium / Calcium	4 %
Iron / Fer	8 %



How is Canada doing since nutrition labelling regulations were introduced?



Nutrition Facts Valeur nutritive	
Per 2/3 cup (30 g) / pour 2/3 tasse (30 g)	
Amount Teneur	% Daily Value % valeur quotidienne
Calories / Calories 120	
Fat / Lipides 2 g	3 %
Saturated / saturés 0 g + Trans / trans 0 g	0 %
Cholesterol / Cholestérol 0 mg	
Sodium / Sodium 105 mg	4 %
Carbohydrate / Glucides 24 g	8 %
Fibre / Fibres 2 g	8 %
Sugars / Sucres 6 g	
Protein / Protéines 2 g	
Vitamin A / Vitamine A	0 %
Vitamin C / Vitamine C	0 %
Calcium / Calcium	0 %
Iron / Fer	30 %

- Use of Nutrition Label hampered by:
 - Numeracy challenges
 - Confusing use of units: %DV, g, mg,
 - Serving size use and understanding
 - ↓ nutrition knowledge
 - Can't interpret the information
 - Nutrients to limit/encourage not clear
- Product reformulation NOT evaluated

Front-of-pack labelling as a complementary public health strategy?



- **Simplified information on the key nutritional aspects/characteristics of foods**
 - ▣ **Potential to improve dietary intake and reduce diet-related chronic disease? ¹⁻³:**
 - **Help consumers select healthier foods**
 - **Stimulate healthy product development and reformulation by manufacturers**

Front-of-pack labelling

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- **First introduced in late 1980s by non-profit organizations and government agencies**



American Heart Association's Heart Guide (1987)

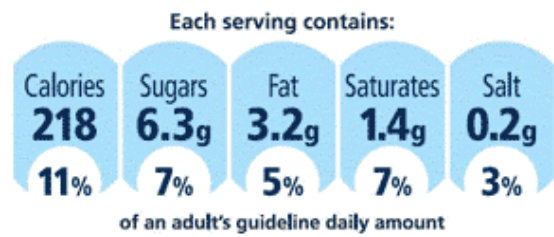
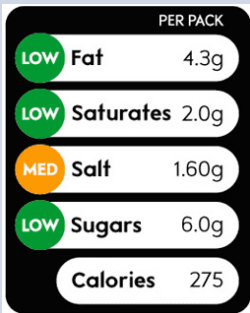
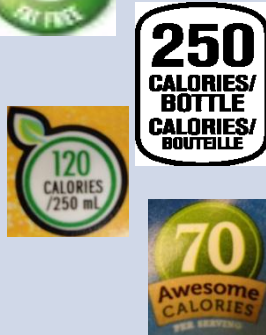
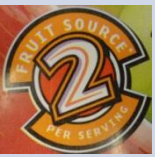


Swedish National Food Administration's Green Keyhole (1989)

- **Now developed by food industry, retailers, non-industry experts, non-profit organizations, and government agencies**

Types of Front-of-Pack Nutrition Labelling Systems

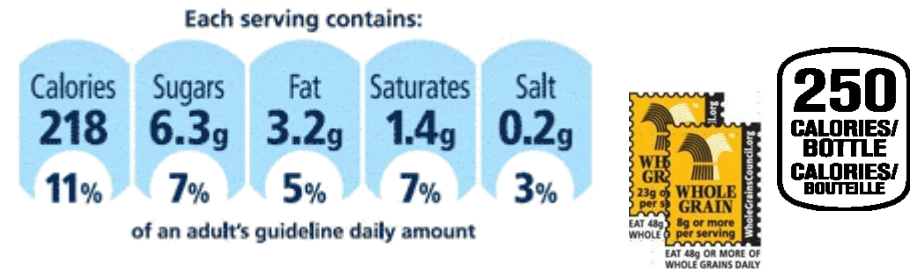


Nutrient-specific	Summary indicator	Food group information
   	       	     

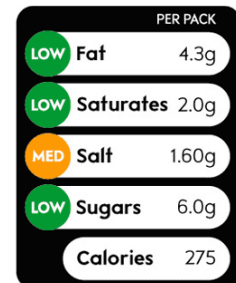
Basis Underlying different Front-of-Pack nutrition labelling systems



- Fact-based information on nutrient or food group content, OR
- Meets a nutritional standard
 - ▣ Qualifying or disqualifying threshold criteria
 - ▣ Relative criteria, i.e. “reduced” compared to reference, OR
- Evaluative or Interpretative
 - ▣ Ordinal rating scale, or
 - ▣ Classification



Usually for summary systems



Nutrient Profiling – system used to set nutritional standards



- Classification based on nutritional composition ^{5,7,8}
- Considerations:
 - ▣ Purpose and target audience,
 - ▣ Application of criteria (e.g. by category or across the board)
 - ▣ Which nutrients included (e.g. Nutrients to limit and/or Nutrients to encourage?)
 - ▣ Reference amount (per serving or per 100 g?)
 - ▣ Type of model (e.g. thresholds or algorithms)
 - ▣ The scientific basis for the criteria (e.g. nutrition recommendations, DRIs, “better than” etc)



FOPS in Canada

- ❑ First introduced in 1999 with the HSFC Health Check Program
- ❑ No specific regulations governing their use
- ❑ Multiple symbols developed by manufacturers & non-profit group
 - ❑ Proprietary to the system/manufacturer
 - ❑ Unique and different criteria for each system
 - ❑ Different levels of nutrients or food components
- ❑ Criticized by many health professionals as increasing consumer confusion

Food Label Information Program (FLIP)



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- Cross-sectional analysis of pre-packaged food labels in the Canadian marketplace
- Food Label Information Program (FLIP)
 - ▣ Collected in 2010-2011
 - From top Canadian grocery retailers (by sales)
 - National and house brands
 - ▣ 10,487 foods from 22 food categories

Schermel et al, APMN 2013

Food Label Information Program



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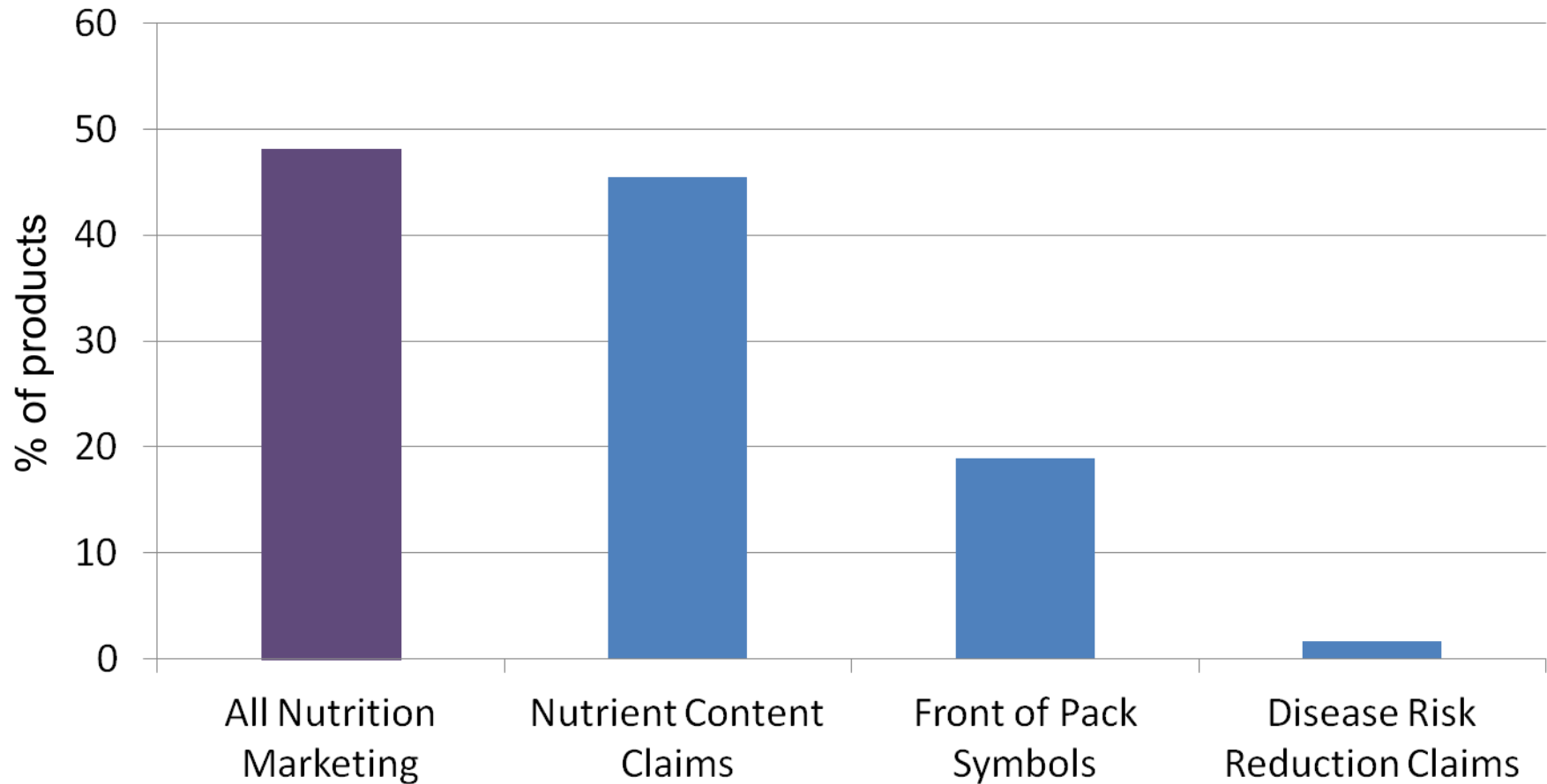
Data
recorded in
FLIP



Nutrition Marketing Appears on 48% of Food Packages



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Schermel et al, APMN 2013

158 unique FOPS were identified

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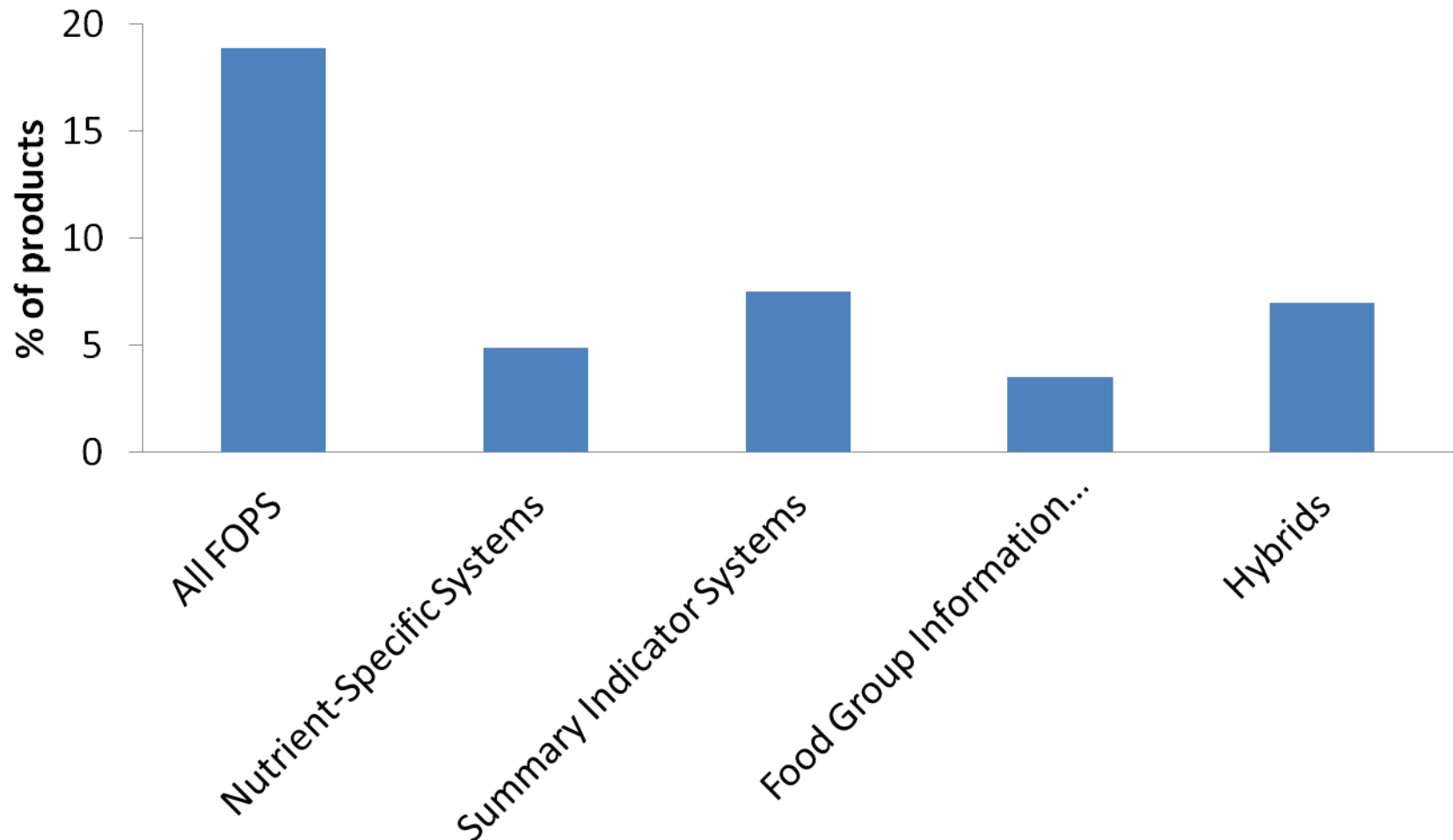
Category	# of symbols	Examples
Nutrient-Specific Systems	80	  
Summary Indicator Systems	11	  
Food Group Information Systems	47	 
Hybrids	20	 

Schermel et al, APMN 2013

Summary Indicator Systems were the most prevalent FOPS style



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Schermel et al, APMN 2013



Current Situation in Canada

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- US Institute of Medicine calls for a single, standardized, and universal FOPS (2011)
 - ▣ Simple, interpretative, and ordinal

- Minister of Health statement: Government has no intention to adopt standardized FOPS
 - ▣ “Canadian consumers already have... the tools they need to make healthy choices when they shop for groceries”

FOP systems as a public health strategy?



- Potential to improve dietary intake and reduce diet-related chronic disease ¹⁻³:
 - Help consumers select healthier foods
 - Stimulate healthy product development and reformulation by manufacturers



Consumer Research on FOPs

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- Self-Reported consumer studies (11, 2 with focus groups)
 - ▣ Consumer surveys on understanding and use of FOPs;
 - ▣ Examined differences between groups, e.g. SES, regional
- Observational consumer studies (9)
 - ▣ Data: supermarket observations, grocery receipts, computer label tasks, narrated shopping
 - ▣ May overestimate actual use in real life



Consumer Research on FOPs

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- Sales studies (2)
 - ▣ Sales data before and after introduction of FOP program
- Reformulation studies (3)
 - ▣ Effects of FOP on product reformulation; most data self reported by manufacturers
- Health Outcome studies (4)
 - ▣ Estimated effects of FOP on nutrient intakes or health outcomes using national food databases and population intake survey data

Consumer Response to FOP Systems



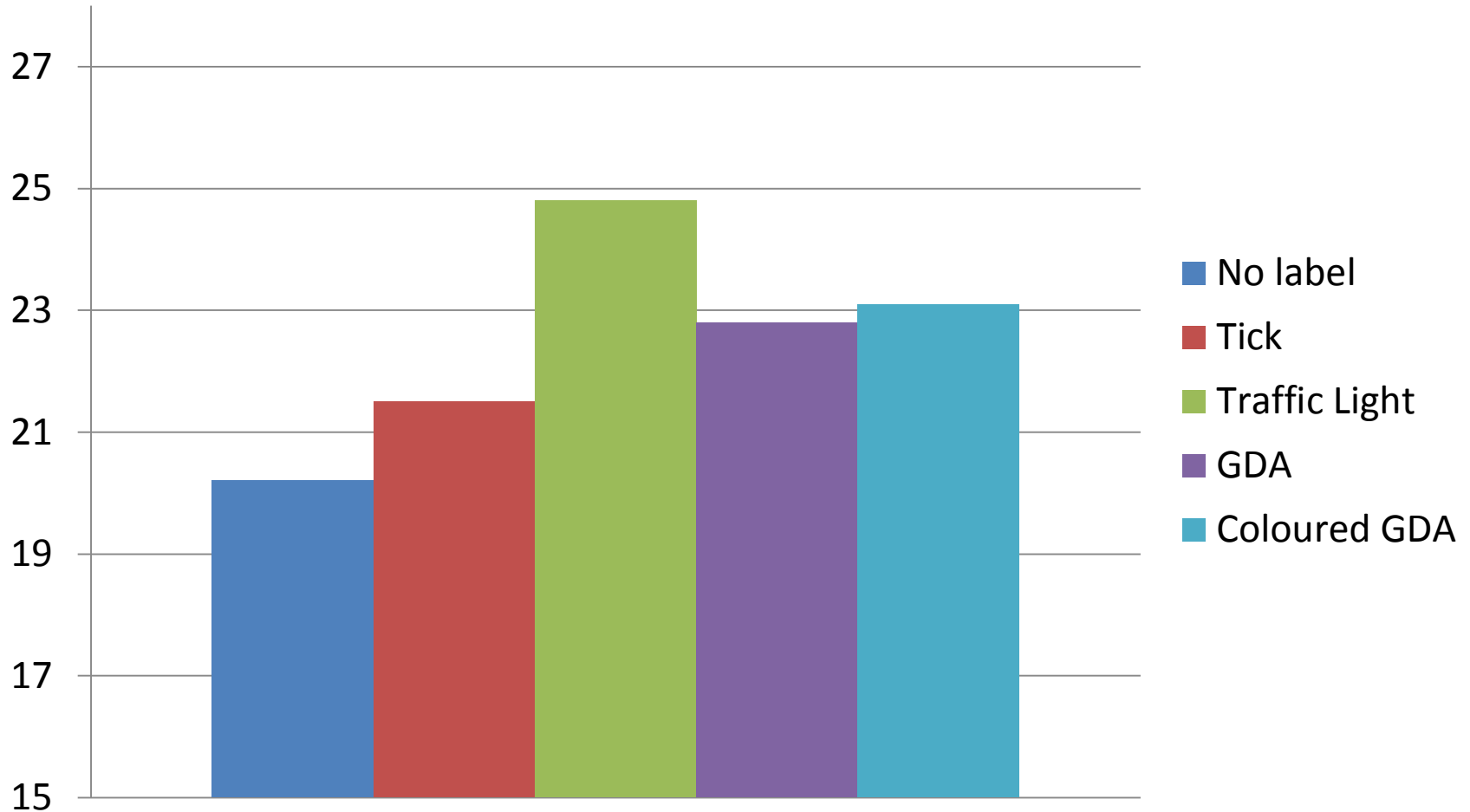
- Reportedly used by 23% of Canadian label readers¹¹
 - ▣ Actual use: <1 purchase/shopping trip¹²
- Exposure to FOP systems
 - ▣ Internationally found on 2-67% of products²⁻³
 - ▣ Canada, approx 18%
- Most consumers want FOP systems⁸
- Most effective system unclear

8. Stockley. Review of 'front-of-pack' nutrition rating schemes, 2007; 11. CCFN. Tracking Nutrition Trends VII, 2008; 12. Rayner et al. JNE 2001,33(1),24-30; ; 2.Storcksdieck genannt Bonsmann et al. European Journal of Clinical Nutrition, 2010;64:1379-1385; 3. Williams et al. Food Australia, 2010;62(12):583-588

Mean number of correct healthier choices



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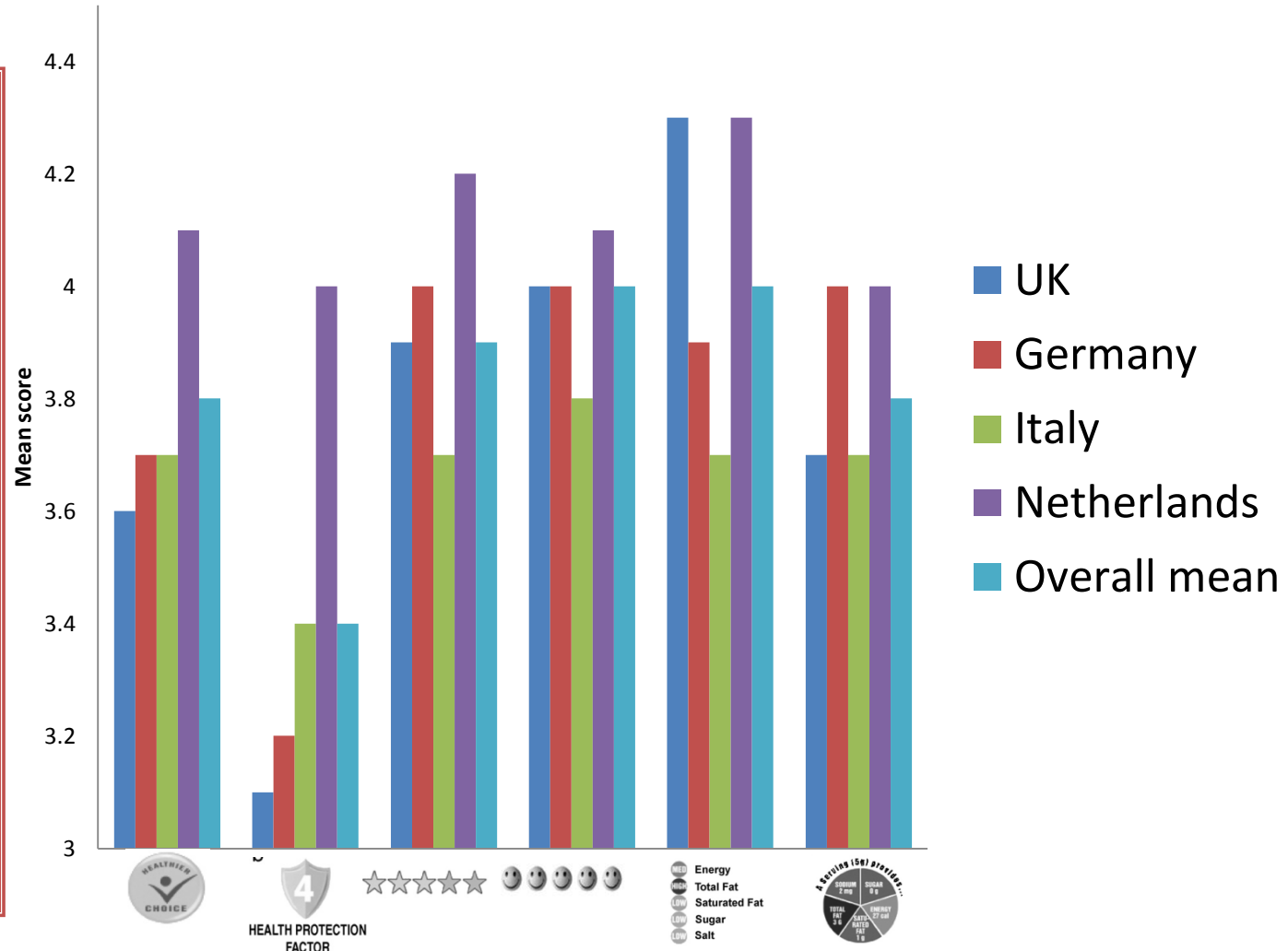


Borgmeier and Westenhoefer, 2009

Effectiveness of FOPS formats – Mean Comprehension Scores



No FOPS has been consistently found most effective across studies.



FOPS stimulate product reformulation and new product development



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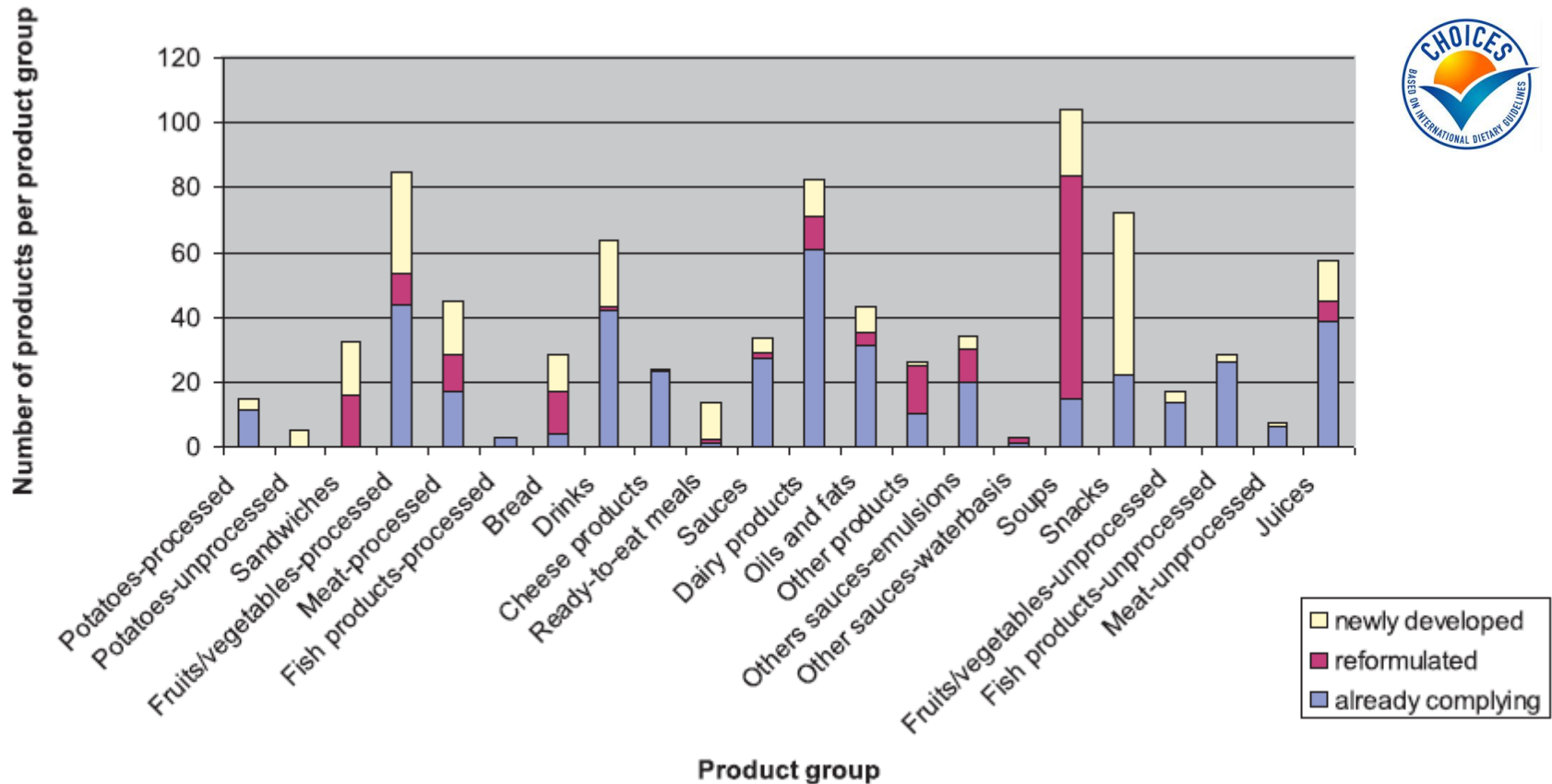


Figure 1 Total number of products per product group that were newly developed, reformulated or already compliant with the Choices criteria.

Stimulating healthy product development and reformulation



- FOP can drive healthy product development and reformulation by participating manufacturers¹⁻³
- Healthfulness of products with FOP systems vs. those without
 - ▣ Healthier in comprehensive systems⁴
 - ▣ Voluntary unregulated systems?

1. Young & Swinburn. Health Promotion International 2002;17(1):13-19; 2. Williams et al. Health Promotion International 2003;18(1):51-56; 3. Vyth et al. Int J Behav Nutr Phys Act 2010;7; 4. Sutherland et al. The American Journal of Clinical Nutrition, 2010;91(4):1090S.

Thank You !



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les accidents cérébrovasculaires



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