



EFSA Conference on Nutrition and  
Health Claims

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# Nutrient Profiles: A consumer perspective

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## BEUC – Are health claims good for you?



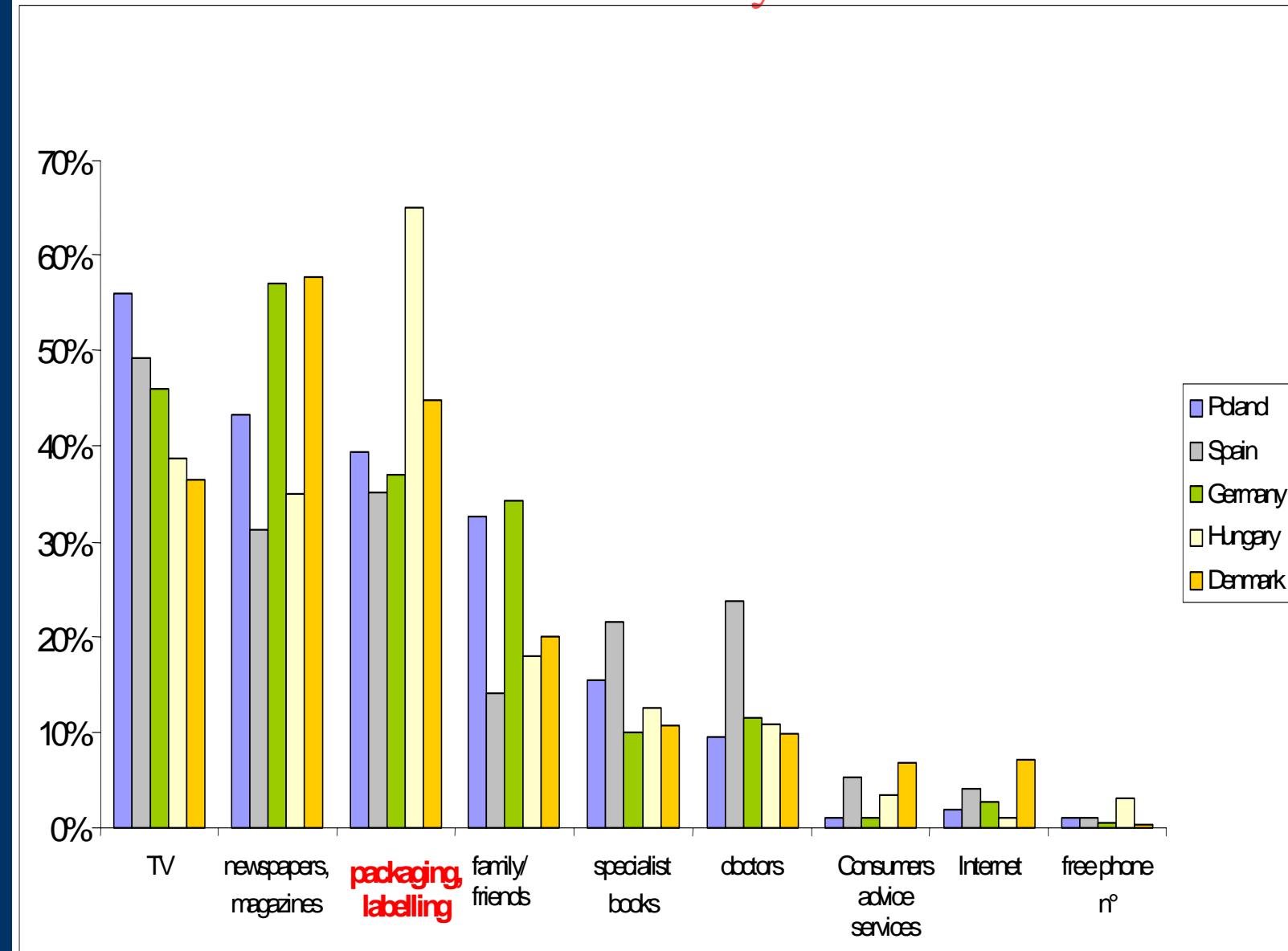


## BEUC study on consumers' perceptions of labelling of foods

- 3000 interviews in Germany, Denmark, Spain, Hungary and Poland (600 in each country)
- interviews conducted in the first few months of 2005
- 70% of respondents aged 20 to 59 years, 28% over 60
- 65% of respondents had children
- various educational levels divided into five groups from no diploma to university
- 50% of respondents classed as a normal weight (a BMI of between 18 and 25), 35% of respondents overweight, 12% obese.



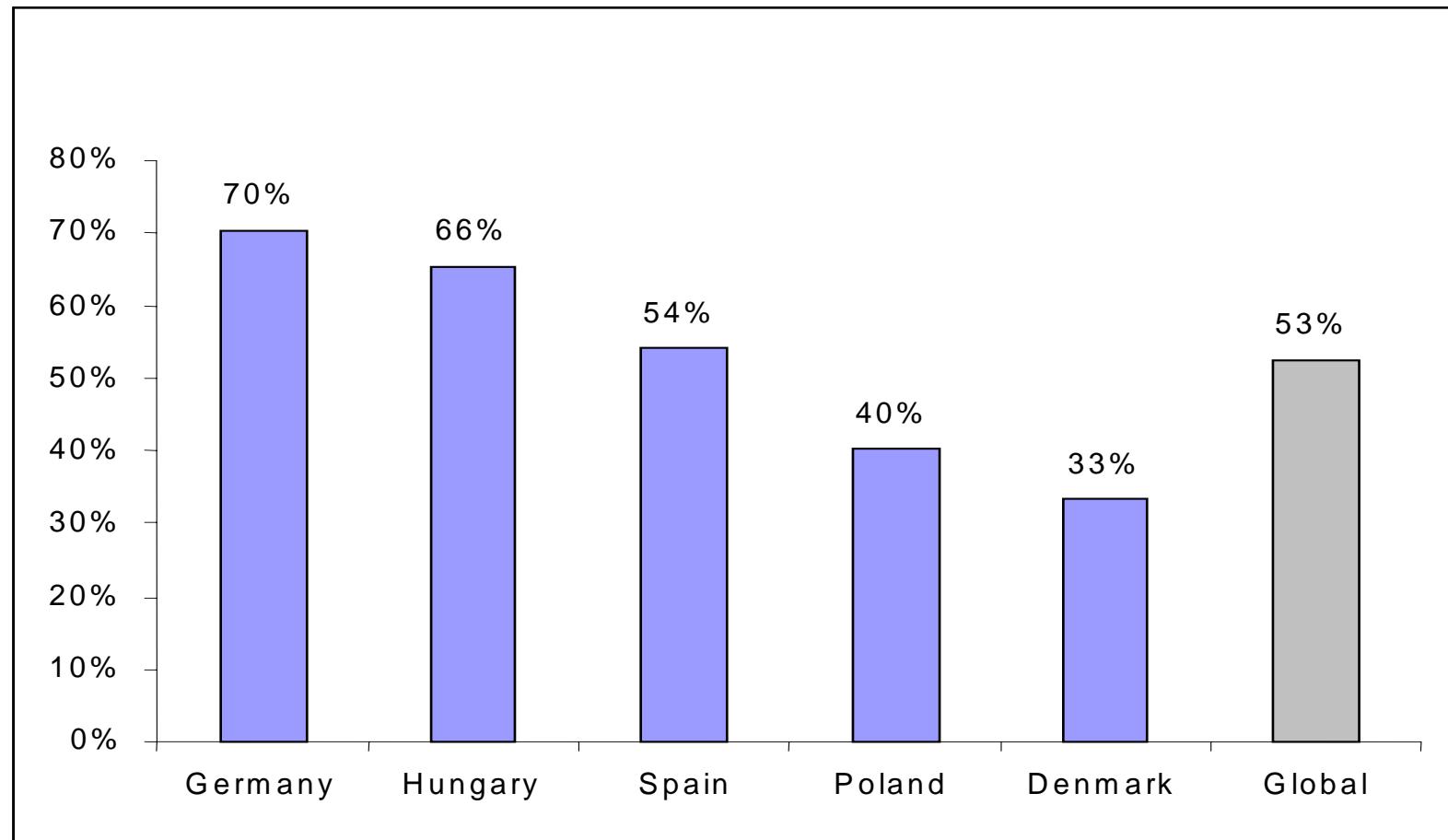
# Main sources of information on nutrition in each country



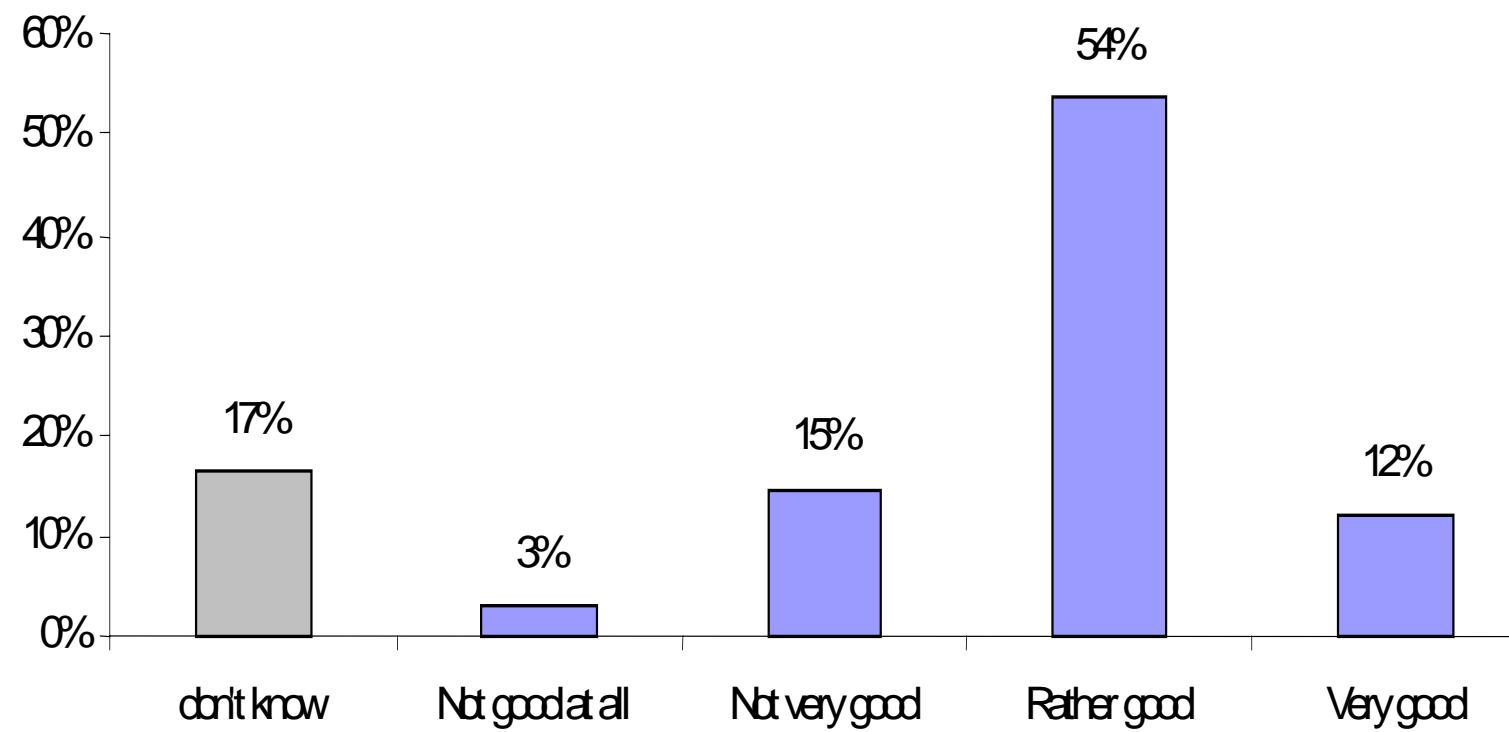


## Consumers rely on claims for their food choices

- 80% find claims easy to locate
- 65 % trust the claim because of trust for the brand



# Perception of the nutritional quality of a product with a claim





## NUTRIENT PROFILING



## NUTRIENT PROFILING





## NUTRIENT PROFILING - Art.4.1, 9.2 and 10.5



*Consumer organisations and industry will have an opportunity to contribute to the development of nutrient profiling with their knowledge and expertise*

- large vested interests at play
- should not be influenced by economic considerations
- should be based on consumer interest and needs
- agreed deadlines
- involvement of a very wide range of stakeholders
- adequate resources to EFSA
- independence of EFSA (expert Panel on Nutrition, transparency in selection of ad hoc experts)



# BEUC POSITION PAPER ON NUTRIENT PROFILING – 8 Nov 06 (I)



## FINAL OBJECTIVES

- To curb the rise of obesity across Europe;
- To help prevent cardiovascular and other diet-related diseases through the support and promotion of a balanced and healthy diet

- ✓ Nutrient profiling should be consistent with national nutritional recommendations and take into account national eating habits
- ✓ The scientific basis for the development of nutrient profiling should be founded on the opinion of the majority of independent scientific experts



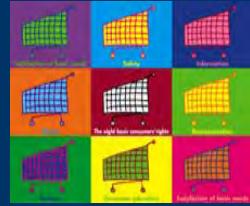
## BEUC POSITION PAPER ON NUTRIENT PROFILING – 8 Nov 06 (II)

<u>Positive parameters</u>	<u>Negative parameters</u>
<p>Certain food categories: such as fruit and vegetables</p> <p>Intrinsic presence of some nutrients (not fortification): Fibres, Vitamins, Minerals</p>	<p>Energy density</p> <p>Total fat</p> <p>Saturated fats</p> <p>Trans fatty acids (*)</p> <p>Sugar</p> <p>Salt</p> <p>(**)</p>



## NOTE

*(\*\*) Additives, including artificial sweeteners and fat substitutes, should be used in moderation and not be seen as an acceptable shortcut to overcome the restrictions imposed on foods high in fat, sugar and salt by the application of nutrient profiling.*



## IN ADDITION



- Positive and negative parameters;
- General rather than per category approach;
- Based on a combination of per 100g and portion size;
- Scoring system more complex but also more accurate than a threshold system;
- Apply to all foods.



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