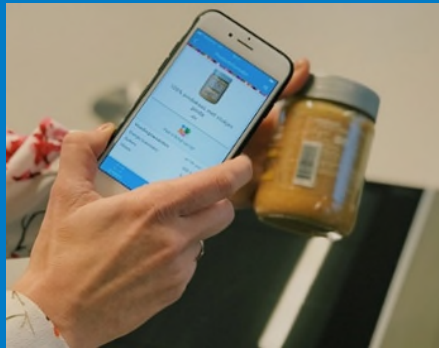




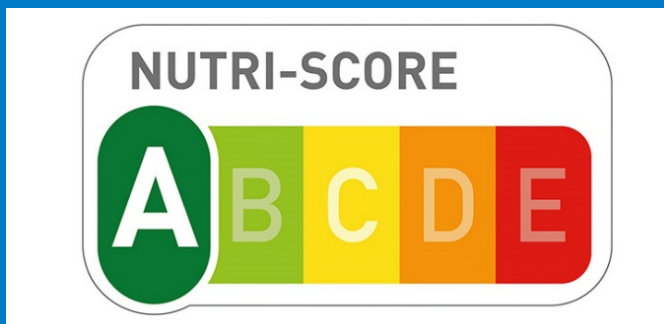
Nederlandse Voedsel- en
Warenautoriteit
*Ministerie van Landbouw,
Natuur en Voedselkwaliteit*



Experiences from the Netherlands on front-of-pack nutrition labelling

Dick Sijm

Office of Risk Assessment & research





Request to EFSA

- › The “Farm to Fork Strategy” of the European Commission includes a number of objectives related to sustainable healthy diets.
- › EFSA has been requested by the EC to provide scientific advice that will support the development of a future EU-wide system for front-of-pack nutrition labelling and the setting of conditions for using nutrition and health claims on foods.





Front-of-pack nutrition labelling? Why?

- > Consumers want to eat healthier and to make informed health choices
 - Less salt
 - Less sugar
 - Less saturated fats
 - Less processed foods
- > Aim F-o-P labelling
 - To facilitate in making better informed choices
 - For healthy products
 - For less healthy products



Previous check-marks in the Netherlands

***In 2013:
ca 100 companies involved and > 6500 products***



Better informed choice



Healthier choice

within product group



The blue check-mark



- › Is for 'snacks', e.g., ice-creams, sweets

To provide better choices within a product group

Lessons learned:

- FBO's do not use it, too costly!
- Product without check-mark could be as good as one without
- Product with check-mark not necessarily 'good' (French fries, frankfurters)





Remarkable examples blue check-mark



Looks organic and healthy.
But it contains >25% sugars. Even
the 6% pieces of apple is mostly
fructose-glucose syrup (sugars!)
Seems not a healthy snack!



A nice cookie.
Each biscuit contain 20% sugar and
13% fats, of which half is saturated.
***Never mind the sugar in your
coffee or tea!***



The green check-mark



- > Is for basic foods, e.g., bread, vegetables, dairy products
- > Indicates the healthier choices within the product group
- > Lessons learned:
 - FBO's do not use it, too costly!
 - Product without check-mark could be as good as one without
 - Product with check-mark not necessarily 'healthy'





Remarkable examples green check-mark



Same product, same store, same brand.
One is cinnamon powder, the other sticks.
Powder seems healthier!

Doesn't make sense. Leads to confusion!

Nice and easy to cook, a minute in the microwave! And indicated that this pork beef bapao bun is healthy choice! However, bun contains 2.4 g saturated fats and 8.3 g sugars. More than in portion of jelly or chocolate paste on a sandwich! Besides, 20% of daily dose of salt!



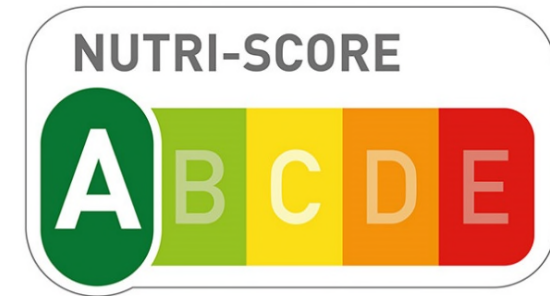
NL Consumers Association
















- › Protested against the misleading check-marks
 - In the public domain
 - To the Minister of Public Health
 - To the foundation 'Ik Kies Bewust', the administrator of the check-marks
- › Check-marks are against Dutch Commodities Act Decree on Food Information:
 - No food claim
 - Not notified to EC
- › The blue check-mark was claimed to be the most misleading as it suggested that non or less healthy products are perceived as healthy
- › **Minister of Public Health decided no further use allowed of green and blue check-marks as of October 19, 2019**
- › Products with such check-marks can still be sold if earlier produced and until expiration date



Choice for Nutri-Score

- > Ministry for Public Health has selected Nutri-Score as logo for food choice in 2019, to be used mid-2021
- > Following consumer survey, Nutri-Score was found best among Nutri-Score (FR), Keyhole (Nordics) and Traffic Lights (UK)
- > 70 organizations agreed to cooperate as 'National Prevention Agreement' to allow consumers to make healthier choices and fight obesity
- > Use of Nutri-Score in FR, BE, DE, SP, SW, and NL



Voorwaarden			
Helpt consument het beste			
Sluit aan op Schijf van Vijf			
Gebruik landen om ons heen			
Breed draagvlak			



Alignment Nutri-Score and Dutch nutritional guidelines

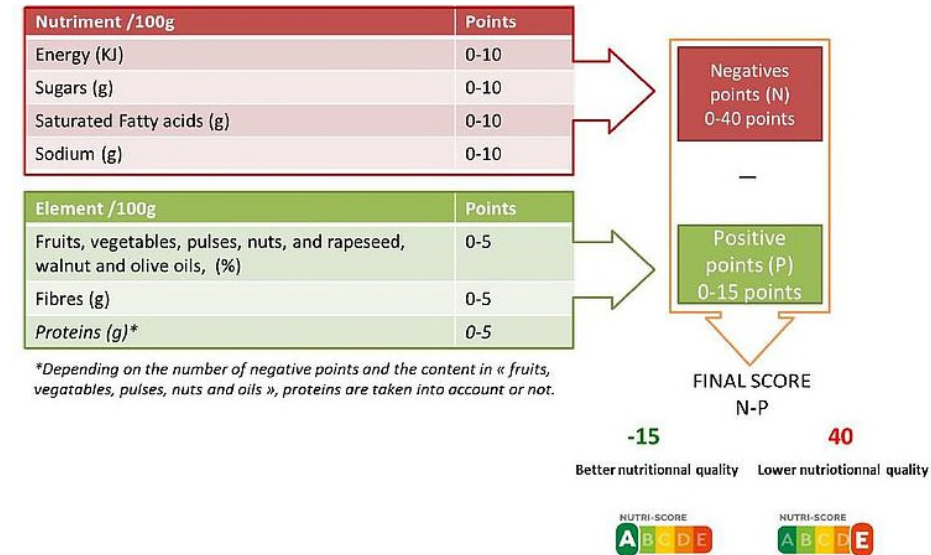
- › Nutri-Score currently does not align with NL nutritional guidelines, e.g., for white bread, apple sauce and oil
- › International scientific committee is studying this alignment of Nutri-Score and nutritional guidelines, those of NL and other countries
- › Results expected mid-2021





Nutri-Score

- > A nutritional labelling system on front of each food packaging
- > Traffic light colour-coded letter scale to see at a glance how balanced or unbalanced a food is
- > Nutritional value tables are often difficult to read or understand, difficult to compare nutritional quality of different foods
- > Refers to 100 g or 100 ml



- > Calculating the Nutri-Score:
 - favourable nutrients: fruit and vegetables, fibres, proteins (+)
 - unfavourable nutrients: sugars, saturated fatty acids, salt (-)



Nutriment /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

-15

40

Better nutritional quality

Lower nutritional quality





Nutri-Score

PROS

- > Quick view on healthy status product
- > Easy to compare products
- > Stimulates product improvement

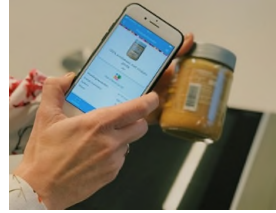


CONS

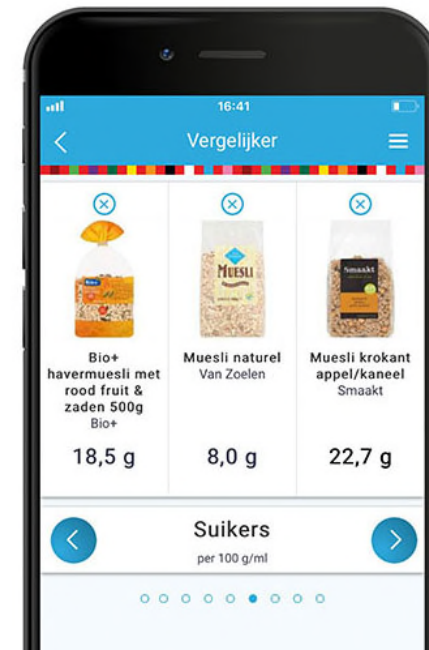
- > Nutritionists not involved
- > Not in line with 'Wheel of Five': two conflicting information systems co-exist!
- > Petition signed by 180 dietitians, nutritionists, behavioural scientists, medical doctors, etc.
- > Algorithm is too complex, and only across-the-board
- > Too simple to get higher score (e.g., adding lime to tea, or vegetables to very salty pizza)



Additional: Kies ik gezond? (Do I choose healthy) app



- › Introduced and developed by Netherlands Nutrition Centre in 2018
- › Option 'Choosing healthier': easy to select and compare different foods, e.g., all ketchups with varying salt content
- › Coverage: over 80,000 products from 16 major supermarket chains (AH, Jumbo, Plus, etc., but not Lidl or Aldi)
- › Provides full info on ingredients, including allergens





Final remarks

- > App or logo no panacea, no 'magic bullet' to solve obesity or unhealthy foods or diets
- > Requires coherent approach and tools, taking into account behavioural aspects, education, societal influences, etc.
- > Logo and app part of the tools!
- > Pros food choice logo (Nutri Score) are front-of-pack visibility, comparing foods
- > Cons also need to be dealt with
 - Info on allergens (lifesaving!)
 - More objective information, rather than across-the-board alone
 - Avoid different information systems aiming for the same
- > Better involve experts and stakeholders
- > No logo or app yet on sustainability of food

