

Brussels, 30 June 2006

CIAA Recommendation for a Common Nutrition Labelling Scheme

1. Introduction

Diet, physical activity and health have become matters of key public health concern in Europe. Initiatives aimed at achieving effective changes that will lead to an improved health status for Europeans require, within the context of a well-defined public health policy,

- A multi-disciplinary, multi-stakeholder approach, with co-ordinated and complementary actions by governments, health professionals, consumer groups, food and drink manufacturers, retailers and catering,
- Ready access by consumers to nutrition and health information,
- Educational efforts across the entire spectrum of nutrition/health activities, recognising that improvements in nutrition labelling and related education efforts represent only one piece of a multi-dimensional solution,
- Programmes focused on increasing physical activity.

These initiatives must have one over-riding goal – to empower the consumer to make diet and lifestyle choices that can lead to good health.

Within the above context, and in line with the focus on "better regulation", CIAA will play a key role in identifying the best way forward to ensure appropriate nutrition information for consumers, while also maintaining an open and competitive market for operators.

CIAA is committed to improving the nutrition information provided to consumers. Many companies across Europe are already providing nutrition information on product labels, over and above legislative requirements. By encouraging the wider provision of nutrition information in a consistent manner, CIAA can make an important contribution to helping people make informed dietary choices.

2. Scope and Objectives of the CIAA Nutrition Labelling Scheme

To promote this objective, CIAA has adopted a recommendation, which is addressed to all its members, for a common *Nutrition Labelling Scheme* that will be applied and monitored by member companies on a voluntary, self-regulatory basis. The scheme is based on a progressive implementation process that ensures a consistent approach to nutrition labelling, while, at the same time, allowing companies to apply the scheme according to what is relevant and feasible for each.

Sector and national federations can play an important role in promoting the CIAA Scheme. Sectors will, in so far as is possible, adapt the scheme, so as to achieve a common, EU-wide approach within product categories. Together with CIAA, sectors and national federations can support adoption of the scheme through development of a range of instruments and modalities to facilitate its implementation. See appendices 1 (Implementation plan), 2 (Toolbox of measures and activities to facilitate implementation) and 3 (List of CIAA GDA values).

CIAA believes that the Nutrition Labelling Scheme represents a positive step by the food and drink industries in promoting healthy dietary choices by consumers. Furthermore, it has the potential to achieve a rapid increase in nutrition labelling across the industry.

The scheme has been developed in line with the requirements of current EU legislation on nutrition labelling (Directive 90/496/EEC). CIAA believes that there are many areas of the Directive that should be improved as part of its upcoming revision and encourages an in-depth review by all stakeholders. In particular, the required list of nutrients should be given careful consideration. Within the context of "better regulation", an extensive list of nutrients that must be labelled may not provide the best solution for consumers, or for the food and beverage industries.

The *CIAA Nutrition Labelling Scheme* consists of four primary elements (see Section 4 for full details):

Back-of-Pack

- a. **List of nutrients:** Energy (Calories), protein, carbohydrate, sugars, fat, saturated fat, fibre and sodium (see section 4.1).
- b. **Nutrition information per serving:** In addition to the current requirement to provide information per 100g/100ml, information will also be provided for a serving or portion of the product. (see section 4.2).
- c. **Guideline Daily Amounts (GDAs):** GDA information for energy and the four nutrients that are considered as important from a public health perspective: fat, saturated fat, sugars and sodium (see section 4.3).

Front-of-Pack

- d. **Calories (energy) per serving and % GDA for Calories:** Simple, non-discriminatory graphic representation that provides the consumer with at-a-glance information on Calorie content and its relevance to the diet (see section 4.4), recognising that use of the front-of-pack logo may not be relevant or feasible for all companies or product categories.

3. General principles

The *Nutrition Labelling Scheme* is based on general principles that have been agreed by CIAA:

The scheme is voluntary for all manufacturers, with support for its implementation provided by CIAA, sectors and national federations.

It is intended to result in nutrition labelling that is:

- Clear, meaningful and understandable, thereby empowering the consumer to make informed dietary choices,
- In line with the requirements of the EU Nutrition Labelling Directive, 90/496/EEC, understanding that in some cases current requirements represent limitations that should be addressed in the future revision of the Directive,
- Applied in a consistent manner across food and drink products, recognising that for some products, full nutrition information may not be relevant or feasible,
- Science-based and non-discriminatory,
- Based on the use of CIAA GDAs (see Appendix 3),
- In line with requirements of Directive 2000/13/EC on labelling, presentation and advertising of foodstuffs, with respect to legibility,
- Supported by nutrition labelling education programmes that help achieve positive behavioural changes by consumers.

The scheme will be monitored at periodic intervals. Details for a monitoring scheme will be developed as a next phase.

Opportunities for off-pack nutrition information will be taken into consideration at all points in the process. It will enable comprehensive information for consumers, while at the same time avoiding over-crowding of product labels, in particular where multi-lingual labelling is used.

4. Key elements of the CIAA Nutrition Labelling Scheme

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4.1. List of nutrients

Context: Nutrition panels on food and drink products should provide information for energy (Calories), protein, carbohydrate, sugars, fat, saturated fat, fibre and sodium/salt, where relevant and feasible.

Guidance:

- Energy (Calories), protein, carbohydrate, sugars, fat, saturated fat, fibre and sodium (i.e., Group 2 declaration) should be labelled in accordance with the provisions of 90/496/EEC, and/or any other applicable legislation.
- Additional nutrients, including those for which a nutrition or health claim is made, can be declared at the manufacturer's discretion, subject to legislative requirements.
- Where a salt equivalent declaration is made, i.e., to provide a consumer-friendly way of describing the sodium content of a product, it should immediately follow the sodium declaration and be calculated as 2.5 x the sodium value.
- For foods and drinks that require preparation before consumption, i.e., dehydrated and concentrated products, nutrition information should be based, ideally, on the product "as prepared", according to the labelled instructions.
- Small or unusually shaped packs should provide, where possible, nutrition information for energy (Calories), protein, carbohydrate and fat (i.e., a Group 1 declaration).
- Extremely small packs that are sold individually should, where possible, make reference to alternate sources for nutrition information about the product, for example, by providing a statement referring the consumer to an Internet Site or a Consumer Careline.
- The Nutrition Labelling Scheme may not be relevant for products that have little or no nutritional content, e.g., plain (unflavoured, unsweetened, no added ingredients) coffee, tea and water, and herbs and spices.
- The consumer should be provided with information that is easy to find and read.
 - Where feasible, a tabular format should be used to increase the ease of reading for the consumer. Linear formats should only be used on small labels.
 - Good legibility should be achieved, as appropriate, through use of contrasting colours, and easily read fonts.

4.2. Nutrition information per serving

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Context: In addition to information per 100g/100ml, as is required by the EU Labelling Directive, nutrition panels on product labels should provide information per serving or per portion, as stated by the manufacturer on the pack.

Guidance:

- It is the manufacturer's responsibility to determine the serving or portion size for a food or drink product.
- The serving size should reflect the amount of the product that can reasonably be expected to be consumed on an eating or drinking occasion.
- Where it would be meaningful to the consumer, serving/portion size information should be presented in non-metrological (household) measures, with accompanying weight/volume information: e.g., 2 biscuits (60g).
- Foods or drinks that are packaged in amounts that are likely to be consumed in a single occasion should provide nutrition information based on the content of the total package.
- Where there is insufficient room on the label to provide nutrition information per serving, the consumer should, for example, be referred to an Internet Site or a Consumer Careline for this information.

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4.3. Guideline Daily Amounts (back-of-pack)

Context: Nutrition panels on food and drink products should provide Guideline Daily Amounts (GDAs)¹ information for energy (Calories) and the four nutrients that are recognised as important from a public health perspective: fat, saturated fat, sugars and sodium/salt.

Guidance:

- Manufacturers should provide GDA information for energy (Calories), fat, saturated fat, sugars and sodium/salt.
- The manufacturer can provide GDA information about other nutrients, as relevant to the product.
- GDA information for salt/salt equivalence can be provided, where relevant.
- Where the labelled value for a nutrient is "0", statement of a GDA percentage is at the discretion of the manufacturer.

¹ Guideline Daily Amounts: Typical energy and macronutrient intake levels that most people are advised to consume daily for a healthy diet. People vary in many ways, such as age, size and level of physical activity. Therefore, GDAs are not targets for individuals, but provide consumers with a benchmark against which the contribution from macronutrients provided by a food product can be assessed.

- Individual GDA values should be
 - Based on the nutritional content per serving of a product,
 - Expressed as a percent of the total GDA for a nutrient,
- Information about total GDA value per nutrient should be provided on the label, or via educational materials,
- To achieve consistency across food and drink labels, the GDA values agreed to by CIAA should be used in nutrition labelling.

The GDA values shown on a food or drink label should be those for an average "adult". CIAA GDA values for "adults" are those GDA values established by CIAA for "women":

○ Energy	2000 kcal (Calories)
○ Protein	50 g
○ Carbohydrates	270 g
○ Sugars	90 g
○ Fat	70 g
○ Saturated Fat	20 g
○ Fibre	25 g
○ Sodium (salt)	2.4 g (6 g)

- A statement should accompany the GDA values, indicating that individual nutrient needs may be higher or lower, based on gender, age, level of physical activity and other factors.
- The use of green, amber or red to highlight the nutritional value of individual GDAs should be avoided. It is possible to use these colours when they are the primary colour of the pack.

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4.4. **Front-of-pack declaration of Calories per serving and % GDA for Calories.**

Context: Labels of food and drink products should display, on the front panel of product labels, a simple, non-discriminatory graphic representation (logo) that provides the consumer with at-a-glance information on the Calorie content for a serving of a product, and the relevance of this amount to the daily diet. It is recognised that use of the front-of-pack Calorie logo may not be relevant or feasible for all companies or product categories.

Guidance:

- Front-of-pack information on Calories per serving should only be presented where the nutrition panel includes information on nutrient content "per serving" or "per portion".
- The % GDA for Calories should be based on the CIAA energy GDA for an "adult". (See Appendix 3).
- Manufacturers should use the CIAA agreed-upon graphic design when presenting the core elements of the front-of-pack logo: the word "Calories", the number of Calories and the percentage value.

- The CIAA agreed-upon graphic design should also be used if additional GDAs are included front-of-pack.

5. Putting the CIAA Nutrition Labelling Scheme into practice

- The manufacturer is responsible for the graphic presentation of back-of-pack nutrition labelling, including GDAs, with implementation in line with the requirements of the EU Labelling Directive.
- The information should be presented in a manner that will facilitate consumer understanding and use.
- Various approaches for implementation of the CIAA scheme are possible, depending on the size and shape of the pack, as well as other labelling information that must be provided.
- The example on the following page, illustrates one possible approach when providing nutrition labelling for a bowl of soup, both back-of-pack and front-of-pack.

Vegetable Soup

Back-of-pack

Nutrition Information	Per 100 ml	Per serving (1 bowl, 250 ml)
Energy	56 kcal 240 kJ	141 kcal 599 kJ
Protein	4.5 g	11.3 g
Carbohydrate of which sugars	8.8 g 1.2 g	22.0 g 3.0 g
Fat of which saturates	0.4 g 0.1 g	0.9 g 0.2 g
Fibre	1.9 g	4.7 g
Sodium	0.1 g	0.3 g

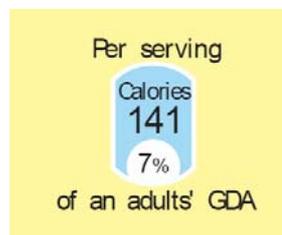
A 250 ml serving provides

Energy	Sugars	Fat	Saturates	Sodium
141 Calories	3.0g	0.9g	0.2g	0.3g
7%	3%	1%	1%	12%

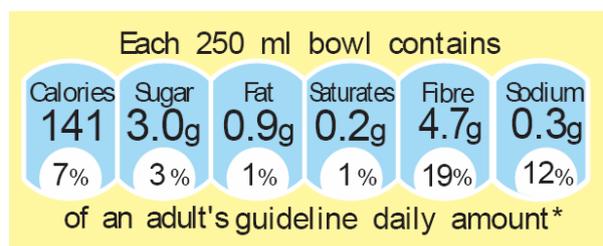
of an adult's Guideline Daily Amount *

* The nutritional needs of individuals may be higher or lower, based on gender, age, level of physical activity and other factors.

Front-of-Pack



CIAA Nutrition Labelling Scheme



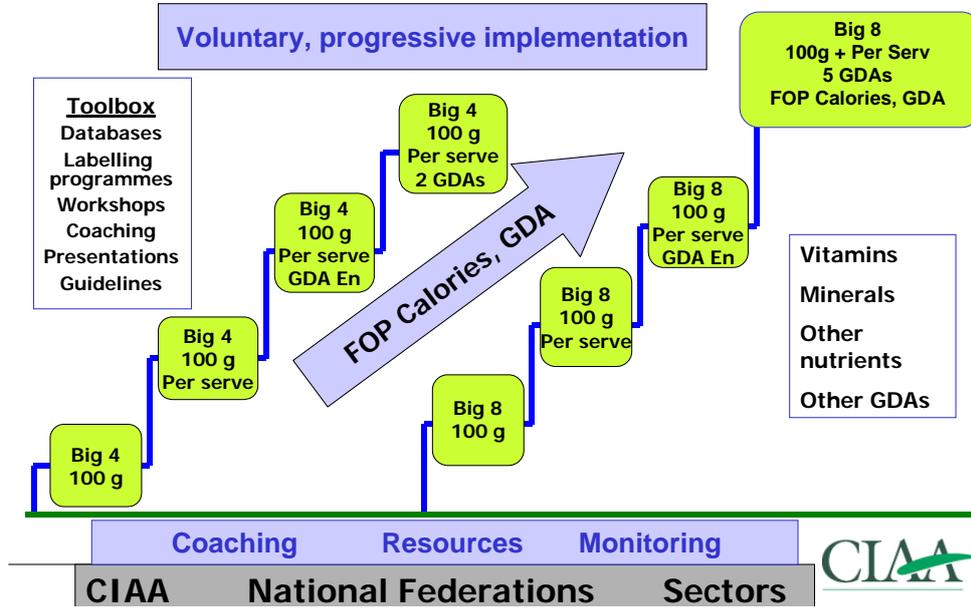
Additional GDAs can be Formattato
included at the Formattato
manufacturer's discretion

Appendix 1



The voice of the European food and drink industry

The CIAA Scheme



Appendix 2

Toolbox

Resources materials

Electronic access to the EU Nutrition Labelling Directive (90/496/EEC)

Electronic access to CIAA GDA reference values

Inventory of nutrient databases

Inventory of commercially available nutrition labelling programmes

Inventory of nutrition labelling guidebooks, instructions and other related materials

List of accredited laboratories for carrying nutritional analyses

Inventory of accepted analytical methods

Training

CIAA nutrition labelling training courses and workshops, with national sessions organised by federations

Framework CIAA Nutrition Labelling Manual, with federation manuals developed to reflect Member State expectations and practices

Framework Power Point presentation on application of the *CIAA Nutrition Labelling Scheme*, suitable for adaptation and presentation by national federations and sectors

Illustrated examples of the various stages within the *CIAA Nutrition Labelling Scheme*

Federation guidelines for applying national tolerances in nutrition labelling

Outreach and education

CIAA framework consumer education brochure on nutrition labelling, suitable for adaptation by national federations and sectors

CIAA framework consumer education modules, suitable for adaptation by national federations and sectors

CIAA framework Power Point presentation suitable for presentation to stakeholders: MEPs, the Commission, national authorities, consumer organisations, etc. Presentation would be adaptable for use at national or sector level

CIAA framework brochure, suitable for use with stakeholders

Appendix 3

CIAA agreed Reference values for GDAs
(Guideline Daily Amounts)

FCP/261/05E

Nutrient	CIAA recommended GDAs (proposed values) for women	CIAA recommended GDA (proposed values) for men
Energy	2000 kcal	2500 kcal
Protein	50 g	60 g
Carbohydrate	270 g	340 g
Fat	70 g	80 g
Saturated fat	20 g	30 g
Fibre	25 g	25 g
Sodium (Salt)	2.4 g (6 g)	2-4 g (6 g)
Sugars*	90 g	110 g
* Value agreed by majority of the working group. ²		

² Sugar industry is opposed to setting a CIAA "official" value for total sugars in the absence of scientific consensus on the need to separate sugars from the rest of carbohydrates. They do not, however, oppose to individual companies using their own GDA for sugars, if they wish to do so, but under exclusive responsibility.