

Food and nutrition labelling

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Food labelling: definitions

World Health Organization (WHO)

“any written, printed or graphic matter that is present on the label, accompanies the food, or is displayed near the food, including that for the purpose of promoting its sale or disposal”.

EC (Regulation EC n. 1169/2011)

.... (i) ‘label’ : means any tag, brand, mark, pictorial or other descriptive matter, written, printed, stencilled, marked, embossed or impressed on, or attached to the packaging or container of food;

(j) ‘labelling’ means any words, particulars, trade marks, brand name, pictorial matter or symbol relating to a food and placed on any packaging, document, notice, label, ring or collar accompanying or referring to such food;



Food labelling: definitions

US (FDA)

<https://www.fda.gov/Food/LabelingNutrition/default.htm>

- No main definitions
- Guide for food labelling (2013)

Codex - General Standard for labelling of pre-packed foods (1985)

'Labelling' includes any written, printed or graphic matter that is present on the label, accompanies the food, or is displayed near the food, including that for the purpose of promoting its sale or disposal



Nutrition Facts			
Serving Size: 2 bars (42g)			
Servings Per Container: 6			
Amount Per Serving	2 bars	1 bar	
Calories	190	100	
Calories from Fat	60	30	
	% DV*	% DV*	
Total Fat	7g 11%	3.5g 6%	
Saturated Fat	1g 4%	0g 0%	
Trans Fat	0g	0g	
Cholesterol	0mg 0%	0mg 0%	
Sodium	180mg 7%	90mg 4%	
Total Carbohydrate	29g 10%	15g 5%	
Dietary Fiber	2g 9%	1g 4%	
Sugars	11g	6g	
Protein	3g	2g	
Iron	4%	2%	

*Percent Daily Values (DV) are based on a diet of 2,000 calories. Your daily values may be higher or lower depending on your calorie needs.

	Calories	2,000	2,500
Total Fat	Less than	45g	65g
Sat Fat	Less than	25g	35g
Cholesterol	Less than	300mg	300mg
Sodium	Less than	2,400mg	2,400mg
Total Carbohydrate	30g	30g	37g
Dietary Fiber	25g	25g	25g

Ingredients: Whole Grain Oats, Sugar, Canola Oil, Rice Flour, Honey, Salt, Baking Soda, Soy Lecithin, Natural Flavor. **CONTAINS SOY; MAY CONTAIN PEANUT, ALMOND AND PECAN INGREDIENTS.**
DIST. BY GENERAL MILLS SALES, INC., MINNEAPOLIS, MN 55440 USA
 © General Mills 3307623108
 [Carbohydrate Choices: 2]

Food label

What is and what contains a label

It is the identity card of the food.

Offers complete information on characteristics, ingredients, quality ingredients and quality of food products useful purchase choices

ROLE:

- Food producers: aid in selling the product and to inform consumers
- Consumers: informed choice at purchase

TRUE
CLEAR
EXHAUSTIVE

IDENTITY CARD

MARKETING TOOL

SILENT SELLER...



Food labelling

...SOME HISTORY

the information conveyed by food labels has evolved over time.

In the past few years, the objectives of food labelling have become numerous and complex under the influence of **food legislation, food companies, retailers, public authorities and the consumers.**

PAST...



*Name, ingredients,
producer, best consume
before...*

NOW...



Food labelling

Some information on food labels is:

- **Mandatory** - the manufacturer/packer has to include it by law.
- **Voluntary** – the manufacturer/packer may or may not include it.



Labelling: history

Communication and information

Name

Composition of a food

Durability

Usage and storage conditions

Where it is produced/packaged

Series number

Nutritional value

Allergens and other components with health/physiological effects

First formulated products

Innovative technologies

Market globalisation

Traceability

Health & diet

Food safety

FORMULATION

**IT KEEPS ITS SAFE
LY**

USE IT?

EN

THE PRODUCT ?

....

ARE WHAT WE EAT....

....

1960

1970

1990

2000

2006

2003



Food labelling: regulations

- **EUROPE**

- ✓ REGULATION (EU) EC N. 1169/2011

- In place from 2011 but compulsory only from 13.12.2014

- nutritional labelling: compulsory from 13/12/2016 (before, only on voluntary basis)

- **U.S.**

- ✓ Food & Drug Administration (FDA): responsible for assuring that foods (produced domestically and from foreign countries) sold in the US are safe, wholesome and properly labeled. Reference laws:

- The Federal Food, Drug, and Cosmetic Act (FD&C Act) and the Fair Packaging and Labeling Act, as amended by the Nutrition Labeling and Education Act (NLEA)

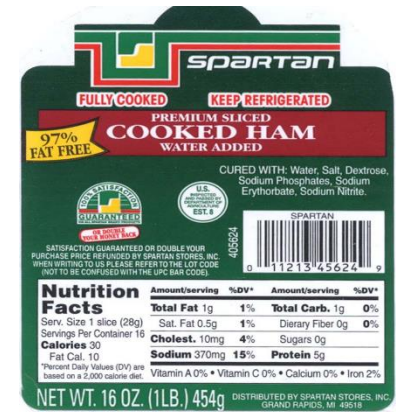
- <https://www.fda.gov/Food/LabelingNutrition/default.htm>

Food labelling

Food Information:

Food information is all information provided to the end consumer by

- label
- other accompanying material
- any other means including modern technology tools or verbal communication
(e.g. advertisement, internet, catalogues)



Food labelling: what

The information provided by food labelling have to comply with the following:

- **BE TRUE and not be misleading the consumer**

In particular :

- a) Regarding the **characteristics of the food** (nature, identity, properties, composition, quantity, durability, country of origin or place of provenance, method of manufacture or production);
- (b) by attributing to the food effects or properties which it does not possess;
- (c) by suggesting that the food possesses special characteristics when in fact all similar foods possess such characteristics, in particular by specifically emphasising the presence or absence of certain ingredients and/or nutrients;
- (d) by suggesting, by means of the appearance, the description or pictorial representations, the presence of a particular food or an ingredient, while in reality a component naturally present or an ingredient normally used in that food has been substituted with a different component or a different ingredient.

Food labelling: what

The information provided by food labelling have to comply with the following:

- **BE TRUE** and not be misleading the consumer



Composizione approssimativa del contenuto



Olio di palma

Latte scremato
in polvere

Cacao magro

Nocciole

Zucchero

Food labelling: what

The information provided by food labelling have to comply with the following:

- **CLEAR and EASY to be read and understood**
 - Regulations and instructions for the texts fon and size and where to be displaid
 - Language translations
- **NO modifications are allowed during food shelf-life**

These principles are applied also to the

a) advertisements;

b) Presentation of the foods (shape, package style, packaging materials, how they are displaid, etc...)

Food labelling : to what products?

- Any food intended for supply to the final consumer or mass caterers has to be accompanied by food information in accordance with this regulation.
- Pre-paked
- Packed at the place of selling

...included products sold on-line in the web

The infographic features a green header with the European Union flag and the text 'NEW EU FOOD LABELLING RULES from 13th December 2014'. Below this, a red banner reads '5 Distance selling: same information available online'. The central focus is a smartphone displaying a website interface. The website header says 'Eshop food website' and has a 'Mandatory food information' section. Below this, there are icons for various food products: Cookies, Jam, Chocolate, Cereals, Mayonaisse, Salmon, and Steak. To the right of the smartphone, a teal speech bubble contains the text: 'Ensuring that the same food information you can find in the store is available online'. A small 'Food Safety' logo is visible at the bottom right of the infographic.

Application

- **Food business operators** at all stages of the food chain, if their activities concern the provision of food information to consumers.
- **All sorts of food provided to the end consumer**, including
 - foods delivered by mass caterers
 - foods intended to be delivered to mass caterers

Catering services which provide food transport services , if the departure takes place on the territories of the Member States to which the Treaties apply (*e. g. Airline Catering, Catering on cruising ships*)

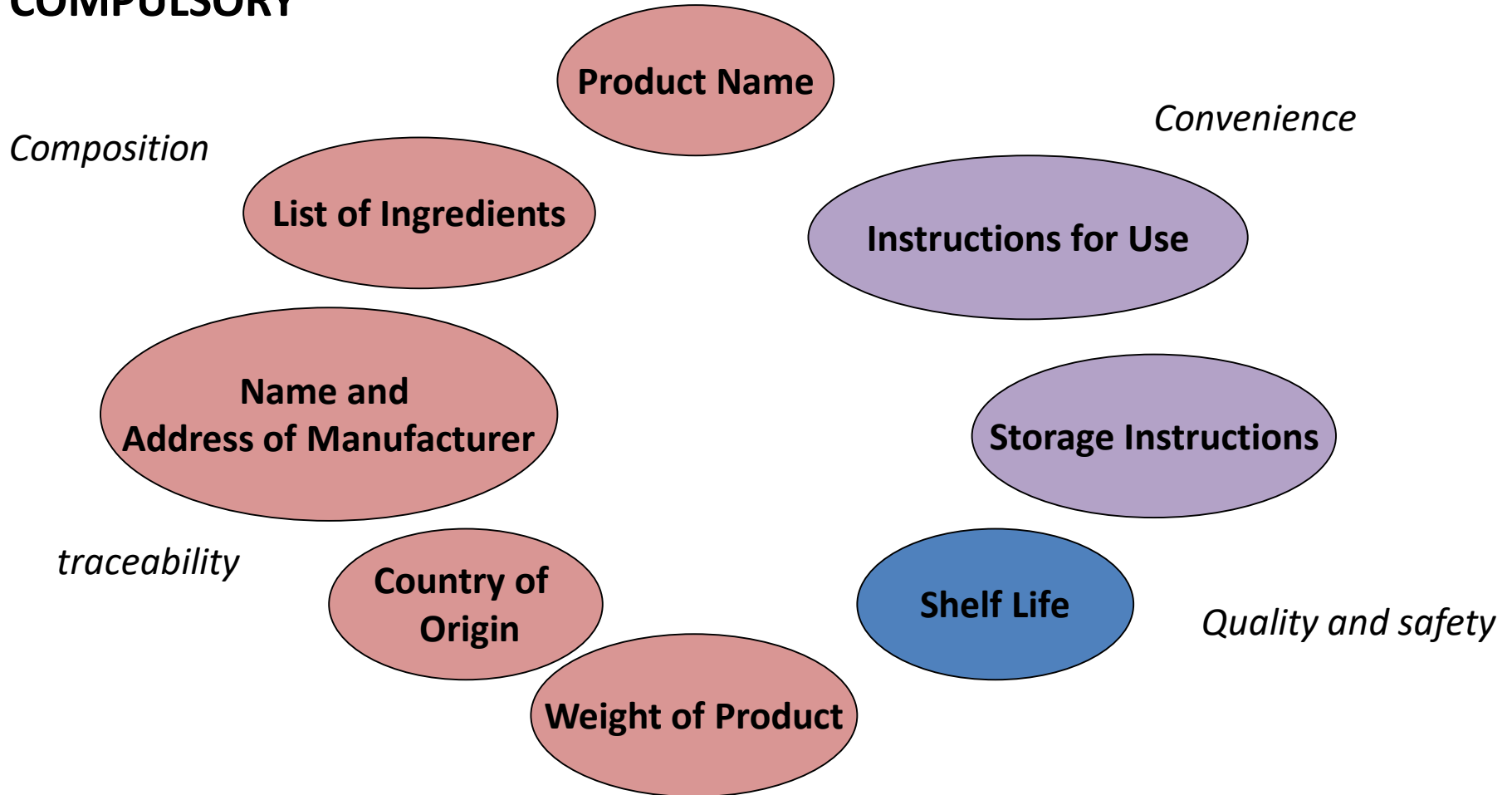
Food label: mandatory contents

COMPULSORY (EC 1169/2011, art. 9)

1. Name of the food
2. Name or business name and the address of the food business operator being responsible for placing on the market (ref. Art. 8)
3. List of ingredients
4. Date of minimum durability ("*shelf live*") or the "use by" date
5. The quantity of certain ingredients or categories of ingredients
6. Alcoholic strength for beverages with more than 1,2% by volume of alcohol
7. Ingredients mentioned in Appendix II causing allergies or intolerances
8. The net quantity of the food
9. Storage conditions and/or conditions of use
10. Country of origin or place of provenance (Art. 26)
11. Nutrition declaration

Food label: mandatory contents

COMPULSORY



Food label: mandatory contents

Additional use condition

Name of the product

List of the ingredients

Any ingredient Annexe II

Any storage and use condition

Nutritional info

Size/weight

Identity key

Vetekli

Kungörsnön

Kungörsnön är bra mat från Lästmännan

Vi älskar att smaka brödar, och tillsammans tar vi ansvar från jord till bord. Läs mer på laestmannan.se

Ingredienser vetekli:
Nettovikt: 500 g
Förvaring: Torr, ej över normal rumtemperatur och avskilt från varor med stark lukt.
Bäst före:

Källa/arterlag: Förpackningen är tillverkad av ett mjölvärdigt förnyelsebart material. Tom förpackning sorteras som pappersförpackning.

Doften och glädjen av nybakat
På Kungörsnön arbetar vi hela tiden med att utveckla och förbättra vårt mjöl så att det ska bli enklare och roligare för dig att baka. Testa något nytt och upplev skillnaden med våra olika mjölsorter, gjorda av naturens bästa råvaror. Vi hjälper dig att lyckas, från perfekt ägg till nybakat bröd. Besett och inspirera för du på www.facebook.com/kungorsnon

Tvåbröd (4 stycken)
Se bild på förpackningens framsida.
50 g (1 pkt) jäst
10 dl vatten, 37°C (fingervarm)
1 msk salt
100 g (ca 3 dl) Kungörsnön Vetekli
1,3 kg (ca 2,7 l) Kungörsnön Vetemjöl Special

- Smula ner jästen i en degskål. Häll över vattnet och rör om så att jästen löser sig. Tillsätt de övriga ingredienserna, men spara 1 dl av Vetemjöl Special till ullbakningen.
- Arbeta degen kraftigt (ta av mer mjöl tills den känns smidig. Låt degen jäsa överställt med bakduk, ca 40 minuter.
- Knåda degen smidig på mjölat bakbord. Dela degen i 4 delar. Forma dem till sålra längder. Lägg dem på tvären i en smord långpanna.
- Pensla med smält fett mellan längderna så lossnar de lättare från varandra. Låt dem jäsa överställt med bakduk, ca 30 minuter. Värm ugnen till 200°C (varmluft 200°C).
- Grädda i nedre delen av ugnen, ca 35 minuter.
- Låt bröden kalla på galler under bakduk.

Omvandlingstabell för vetekli
1 msk (15 ml) = ca 5 g
1 dl = ca 33 g

Näringsvärde	Per 100 g	Per portion (15 g):
Energi	1200 kJ/290 kJ	180 kJ/40 kcal
Fett	6 g	0,9 g
-vattnet mättat fett	1 g	0 g
Kolhydrat	23 g	3,5 g
-vattnet sockerarter	3 g	<0,5 g
Fiber	40 g	6 g
Protein	16 g	2,4 g
Salt	0 g	0 g
Niacin	26 mg (162 %*)	3,9 mg (24%*)
Fosfor	1100 mg (157 %*)	165 mg (24%*)
Magnesium	480 mg (128 %*)	72 mg (19%*)

* av RDI (Rekommenderat Dagligt Intag)
Antal portioner per förpackning: 33 st. En portion på 15 g = 1 dl vetekli (15 g).

KONTAKTA OSS
Har du frågor eller synpunkter på våra produkter, eller vill du ha recept, kontakta:
Kungörsnön Konsumentkontakt
Lästmännan Cerealia, 153 85 Järna.
Telefon: 020-84 84 84
konsumentkontakt.kungorsnon@laestmannan.com
www.kungorsnon.se
Följ oss gärna på www.facebook.com/kungorsnon

Vetekli
Rik på fiber

500 g

7 410130 001916

Reference Intake of an average adult
RI information is voluntary, but where used must be per 100g

Date marks
Clearly show date related information

Directions for use
Identify directions for use e.g. cooking instructions

Allergens
Any ingredients containing an allergen must be emphasised

Origin and Place of Business
State place of origin or place of provenance and display company name and address

Communication

Product name
Name the product clearly using a legal name or, where applicable, a customary or descriptive name

Storage
Show storage conditions

Font size
Font size must be at least 1.2mm for all mandatory information

Ingredients
Declare ingredients in quantity order

Net quantity
Show weight or volume in appropriate unit of measure

Nutrition*
Show all nutritional information in prescribed order using standard measures



Labelling: origin and authenticity



NEW EU FOOD LABELLING RULES from 13th December 2014

4 Prepacked Foods - Specific Information

Information accompanying the name of the food

Added water

When this exceeds 5% of the weight of the finished product

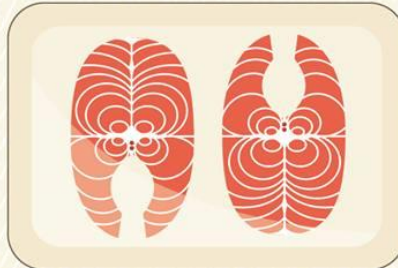
For meat products / preparations
Fishery products / prepared fishery products which have the appearance of a cut / joint / sliced portion of meat or fish



Mandatory origin labelling for meat from pig, sheep, goat and poultry

"Formed meat" / "Formed fish"

For meat products / meat preparations and fishery products which give the impression that they are made of a whole piece of meat / fish but actually consist of different pieces combined together



Date of freezing or first freezing

eg. frozen on 23/10/2014

For frozen meat / meat preparations
Frozen unprocessed fishery products

Added proteins

Indication of the presence of added proteins as such and their origin, when they are different from the animal origin of the product

For meat products / meat preparations and fishery products

Defrosted to accompany the name of the food which has been previously frozen and sold defrosted

1. **Addition of proteins** (in processed meat and fish) when different from that of the initial raw material;
2. **Water: in processed meat products** (if > 5%);
3. **Fish/meat reconstituted (claim)**
4. **Minced meat**

Labelling: origin and authenticity



Origin:

1. Compulsory when this could mislead the consumer (es. mozzarella produced in Germany)
2. Compulsory if connected to Protected Origin Declarations (PDO, PGI)

National regulations (Italy):

1. Pasta
2. Tomato product



Labelling: origin and authenticity



NEW EU FOOD LABELLING RULES from 13th December 2014

• 3 Prepacked 'imitation' foods



When an ingredient that consumers normally expect to be present in food has been substituted, the ingredient that has been used for partial or whole substitution

Substitution of an ingredient that is characteristic of that product (eg. Egg in maionnaise, substituted by soia proteins
= text next to the name of the product

Labelling: origin and authenticity



NEW EU FOOD LABELLING RULES from 13th December 2014

1 Prepacked food

EASIER TO READ
Voluntary information shall not be displayed to the detriment of space available for mandatory information.
Minimum font size for mandatory information.

Information on ALLERGENS
In the list of ingredients and emphasised (for example by *font*, *style* or *background colour*)

Information on engineered NANOMATERIALS
In the list of ingredients. To be followed by the word 'nano' in brackets.

Information on specific VEGETABLE ORIGIN OF REFINED OIL AND FATS
Fully or partly hydrogenated should also be indicated.

**Nanomaterials: mentioned
in the list of the ingredients**

= safety

Labelling of Ingredients causing allergies or intolerances

Allergen labelling”

Indication in the list of ingredients with a clear reference to the name of the substance or product as listed in Annex II

- the name of each allergenic substance shall be emphasized through the font, style or background colour

If a list of ingredients is not necessary: term “contains” followed by the name of the substance or product as listed in Annex II

No allergen labelling in the list of ingredients is necessary, if the name of the food clearly indicates, that a allergen is present



Milka 300g Caramello e Nocciole Intere



Cioccolato al latte ripieno di crema (32%) al latte al gusto di caramello e crema (10%) al caramello e nocciole intere (8%).
Ingredienti: Zucchero, grasso di palma, burro di cacao, **NOCCIOLE**, siero di LATTE in polvere, LATTE scremato in polvere, pasta di cacao, sciroppo di glucosio, grasso del LATTE, LATTE in polvere ricco di materia grassa (1,5%), LATTE concentrato scremato zuccherato, umidificante (glicerolo), emulsionanti (lecitine di SOIA, lecitine di girasole), sciroppo di zucchero invertito, zucchero caramellato, aromi, sale. **PUÒ CONTENERE ALTRA FRUTTA A GUSCIO E GRANO.**

Conservare in luogo fresco e asciutto.

e 300g

Labelling of Ingredients causing allergies or intolerances

PRESENCE/ABSENCE

Cereals containing gluten and products thereof

Nuts and almonds

Crustaceans and products thereof

Celery and products thereof

Eggs and products thereof

Mustard and products thereof

Fish and products thereof

Sesame seeds and products thereof

Peanuts and products thereof

Sulphur dioxide and sulphites at concentrations of more than 10 mg/kg

Soybeans and products thereof

Lupine and products thereof

Milk and products thereof

Molluscs and products thereof

Labelling of Ingredients causing allergies or intolerances



Labelling and processing

FREEZING & FROZEN FOODS (except ice-cream)

«FROZEN ON....date»

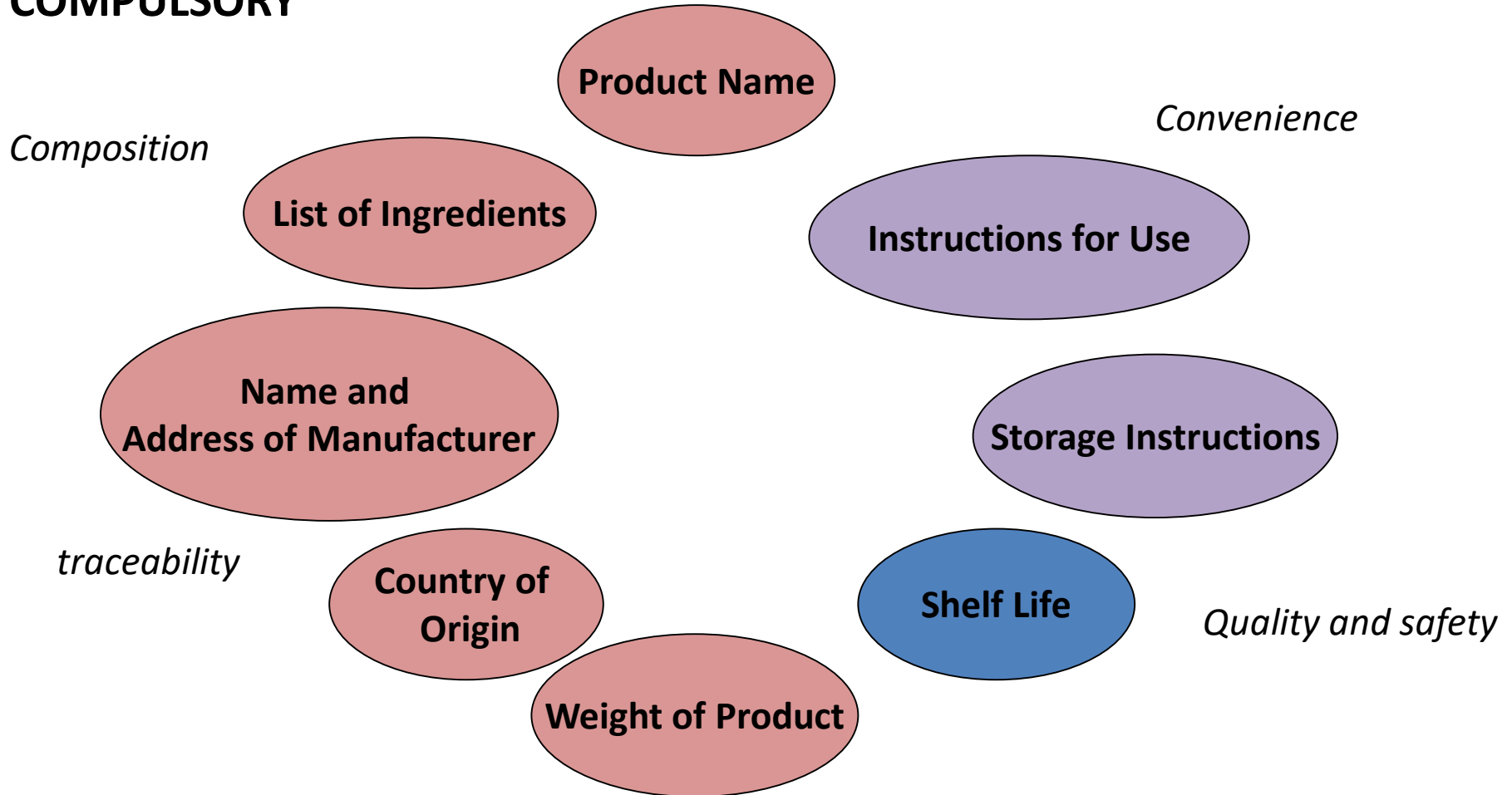
«DEFROSTED»

..Dried products (e.g. powdered milk)



Food and nutrition Labelling

COMPULSORY



EC 1169/2011

(Reg. EU 1169/2011, Annex I)

«Nutrition declaration' or 'nutrition labelling' means information stating the:

(a) energy value; or

(b) energy value and one or more of the following nutrients only: fat (saturates, mono-unsaturated, polyunsaturated), carbohydrate (sugars, polyols, starch), salt, fibre, protein, any of the vitamins or minerals listed in point 1 of Part A of Annex XIII (...)

Codex - General Guide on Nutrition labelling (1985)

2.1 Nutrition labelling is a description intended to inform the consumer of nutritional properties of a food.

2.2 Nutrition labelling consists of two components: (a) nutrient declaration; (b) supplementary nutrition information.

2.3 Nutrient declaration means a standardized statement or listing of the nutrient content of a food.

EC 1169/2011 – MANDATORY

1. The mandatory nutrition declaration shall include the following:

- (a) energy value; and
- (b) the amounts of fat, saturates, carbohydrate, sugars, protein and salt.

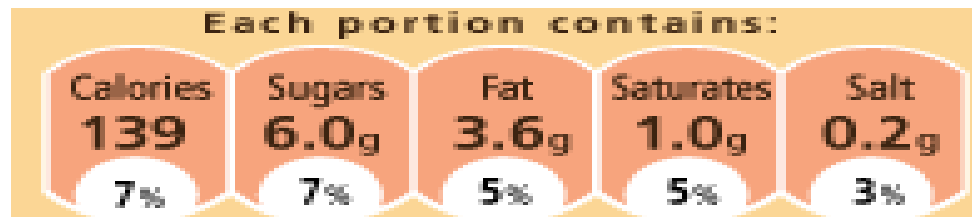
2. The content of the mandatory nutrition declaration referred to in paragraph 1 may be supplemented with an indication of the amounts of one or more of the following:

- (a) mono-unsaturates;
- (b) polyunsaturates;
- (c) polyols;
- (d) starch;
- (e) fibre;
- (f) any of the vitamins or minerals listed in point 1 of Part A of Annex XIII, and present in significant amounts as defined in point 2 of Part A of Annex XIII.

Where appropriate, a statement indicating that the salt content is exclusively due to the

Food and nutrition Labelling

- Nutrients are listed as amount:
 - per 100g or
 - per serving or
 - both.
- Energy is listed in kilocalories or kilojoules
- For some nutrients they are referred to GDAs = Guideline Daily Amounts
- G.D.A.s: (%) of the amount of a nutrient that you are recommended to consume daily is provided by a portion of the product.
- G.D.A.s found on the food label are based on the recommendations for an average adult or child of healthy weight and average activity level.



Food and nutrition Labelling

	Per 100g (/per 100ml)	Per Portion (/Per Unit)	% Reference Intake (GDA) per portion (/Per unit)
Energy	kJ/kcal	kJ/kcal	%
Fat	g	g	%
Of which: • Saturates	g	g	%
Carbohydrate	g	g	%
Of which: • Sugars	g	g	%
Fibre	g	g	
Protein	g	g	%
Salt	g	g	%
	Per 100g (/per 100ml) and % NRVs	Per Portion (/Per Unit) and % NRVs	% Reference Intake (NRV) per 100g
Vitamin B12	... µg ...%	... µg ...%	%
Vitamin C	... mg ...%	... mg ...%	%

Food and nutrition Labelling

Mandatory



Voluntary



Nutrition information

	Per 100g (/per 100ml)	Per Portion (/Per Unit)	% reference intake (GDA)*
Energy	kJ/kcal	kJ/kcal	%
Fat	g	g	%
Of which:			
• Saturates	g	g	%
• mono-unsaturates	g ¹	g	
• polyunsaturates	g ¹	g	
Carbohydrate	g	g	%
Of which:			
• Sugars	g	g	%
• Polyols	g ¹	g	
• Starch	g ¹	g	
Fibre	g ¹	g	
Protein	g	g	%
Salt	g	g	%

* Reference intake of an average adult (8400kJ/2000Kcal)

Food and nutrition Labelling

Nutrition When cooked according to instructions

Typical values	100g contains	Each piece (20g) contains	% RI*
Energy	1265kJ 305kcal	255kJ 65kcal	3%
Fat	16.6g	3.3g	5%
of which saturates	7.6g	1.5g	8%
Carbohydrate	23.2g	4.6g	
of which sugars	0.7g	0.1g	<1%
Fibre	1.1g	0.2g	
Protein	14.5g	2.9g	
Salt	0.8g	0.2g	3%

Pack contains 12 pieces

*Reference intake of an average adult (8400kJ / 2000kcal)

Food and nutrition Labelling

PART A — DAILY REFERENCE INTAKES FOR VITAMINS AND MINERALS (ADULTS)

1. Vitamins and minerals which may be declared and their nutrient reference values (NRVs)

Vitamin A (µg)	800	Chloride (mg)	800
Vitamin D (µg)	5	Calcium (mg)	800
Vitamin E (mg)	12	Phosphorus (mg)	700
Vitamin K (µg)	75	Magnesium (mg)	375
Vitamin C (mg)	80	Iron (mg)	14
Thiamin (mg)	1,1	Zinc (mg)	10
Riboflavin (mg)	1,4	Copper (mg)	1
Niacin (mg)	16	Manganese (mg)	2
Vitamin B6 (mg)	1,4	Fluoride (mg)	3,5
Folic acid (µg)	200	Selenium(µg)	55
Vitamin B12 (µg)	2,5	Chromium (µg)	40
Biotin (µg)	50	Molybdenum (µg)	50
Pantothenic acid (mg)	6	Iodine (µg)	150
Potassium (mg)	2 000		

Exemption to nutrition labelling

The following products are exempted from mandatory nutrition labelling, except when a nutrition or a health claim is made:

1. Unprocessed products that comprise a single ingredient or category of ingredients;
2. Processed products which the only processing they have been subjected to is maturing and that comprise a single ingredient or category of ingredients;
3. Waters intended for human consumption, including those where the only added ingredients are carbon dioxide and/or flavourings;
4. A herb, a spice or mixtures thereof;
5. Salt and salt substitutes;
6. Table top sweeteners;
7. Coffee extracts and chicory extracts, whole or milled coffee beans and whole or milled decaffeinated coffee beans;
8. Herbal and fruit infusions, tea, decaffeinated tea, instant or soluble tea or tea extract, decaffeinated instant or soluble tea or tea extract, which do not contain other added ingredients than flavourings which do not modify the nutritional value of the tea;
9. Fermented vinegars and substitutes for vinegar, including those where the only added ingredients are flavourings;
10. Flavourings;
11. Food additives;
12. Processing aids;
13. Food enzymes;
14. Gelatine;
15. Jam setting compounds;
16. Yeast;
17. Chewing-gums;
18. Food in packaging or containers the largest surface of which has an area of less than 25 cm²;
19. Food, including handcrafted food, directly supplied by the manufacturer of small quantities of products to the final

Nutrition claims

FDA (US)

Example of Graphic Enhancements used by FDA

Nutrition Facts

Serving Size 1 cup (228g)
Servings Per Container 2

Amount Per Serving

Calories 260 **Calories from Fat** 120

% Daily Value*

Total Fat 13g
Saturated Fat 5g
Trans Fat 2g

Cholesterol 30mg

Sodium 660mg

Total Carbohydrate 31mg
Dietary Fiber 0g
Sugars 5g

Protein 5g

Vitamin A 4% • Vitamin C 2%
Calcium 15% • Iron 4%

* Percent Daily Values are based on a 2,000 calorie diet. Your Daily Values may be higher or lower depending on your calorie needs:

	Calories:	2,000	2,500
Total Fat	Less than	65g	80g
Sat Fat	Less than	20g	25g
Cholesterol	Less than	300mg	300mg
Sodium	Less than	2,400mg	2,400mg
Total Carbohydrate		300g	375g

Annotations:

- Helvetica Regular 8 point with 1 point of leading
- Franklin Gothic Heavy or Helvetica Black, flush left & flush right, no smaller than 13 point
- 3 point rule
- 7 point rule
- 1/4 point rule centered between nutrients (2 points leading above and 2 points below)
- 6 point Helvetica Black
- 8 point Helvetica Regular with 4 points of leading
- All labels enclosed by 1/2 point box rule within 3 points of text measure
- 1/4 point rule
- 8 point Helvetica Regular, 4 points of leading with 10 point
- Type below vitamins and minerals (footnotes) is 6 point with 1 point of leading

Nutrition claims

FDA (US)

Pretzels

Nutrition Facts

Serving Size 17 pieces (26g)
Servings Per Container 10

Amount Per Serving

Amount Per Serving		Calories from fat 15	
Calories 110		% Daily Value*	
Total Fat 1.5g			2%
Saturated Fat 0g			0%
Cholesterol 0mg			0%
Sodium 600mg			25%
Total Carbohydrate 21g			7%
Dietary Fiber less than 1 g			3%
Sugars 1g			
Protein 3g			
Vitamin A 0%	*	Vitamin C 0%	
Calcium 0%	*	Iron 6%	

*Percent daily values are based on a 2,000 calorie diet. Your daily values may be higher or lower depending on your calorie needs:

	Calories	2,000	2,500
Total Fat	Less than	65g	80g
Saturated Fat	Less than	20g	25g
Cholesterol	Less than	300mg	300mg
Sodium	Less than	2,400mg	2,400mg
Total Carbohydrate		300g	375g
Dietary Fiber		25g	30g

Calories per gram:

Fat 9 • Carbohydrate 4 • Protein 4

INGREDIENTS: ENRICHED WHEAT FLOUR (CONTAINS IRON AS FERROUS SULFATE).

Potato Chips

Nutrition Facts

Serving Size 1 oz. (28g/about 18 chips)
Servings Per Container 6

Amount Per Serving

Amount Per Serving		Calories from fat 90	
Calories 150		% Daily Value*	
Total Fat 10g			10%
Saturated Fat 2.5g			14%
Cholesterol 0mg			0%
Sodium 120mg			5%
Total Carbohydrate 15g			5%
Dietary Fiber less than 1 g			4%
Sugars 0g			
Protein 2g			
Vitamin A 0%	*	Vitamin C 10%	
Calcium 0%	*	Iron 2%	

*Percent daily values are based on a 2,000 calorie diet. Your daily values may be higher or lower depending on your calorie needs:

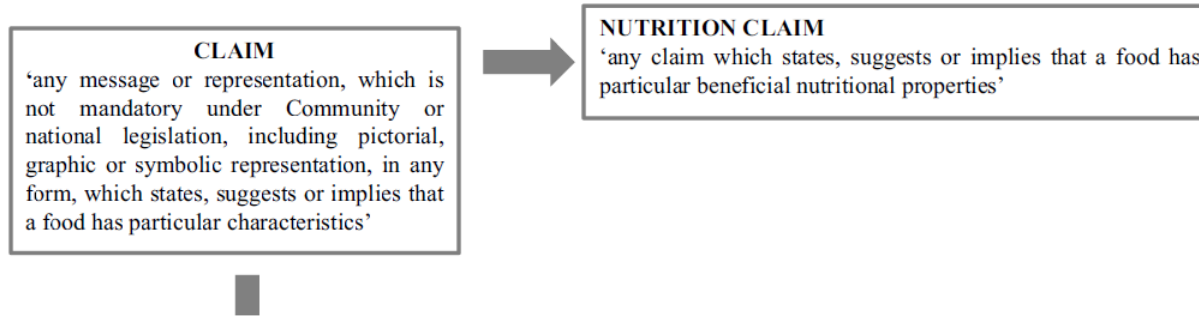
	Calories	2,000	2,500
Total Fat	Less than	65g	80g
Saturated Fat	Less than	20g	25g
Cholesterol	Less than	300mg	300mg
Sodium	Less than	2,400mg	2,400mg
Total Carbohydrate		300g	375g
Dietary Fiber		25g	30g

Calories per gram:

Fat 9 • Carbohydrate 4 • Protein 4

INGREDIENTS: POTATOES, VEGETABLE OIL (CONTAINS ONE OR MORE OF THE

Nutrition claims



Nutrition claims

“Any claim which states, suggests or implies that a food has particular nutritional properties due to:

- (a) the energy (calorific value) it (i) provides, (ii) provides at a reduced or increased rate, or (iii) does not provide, and/or
- (b) the nutrients or other substances it (i) contains, (ii) contains in reduced or increased proportions, or (iii) does not contain”

Nutrition and health claims

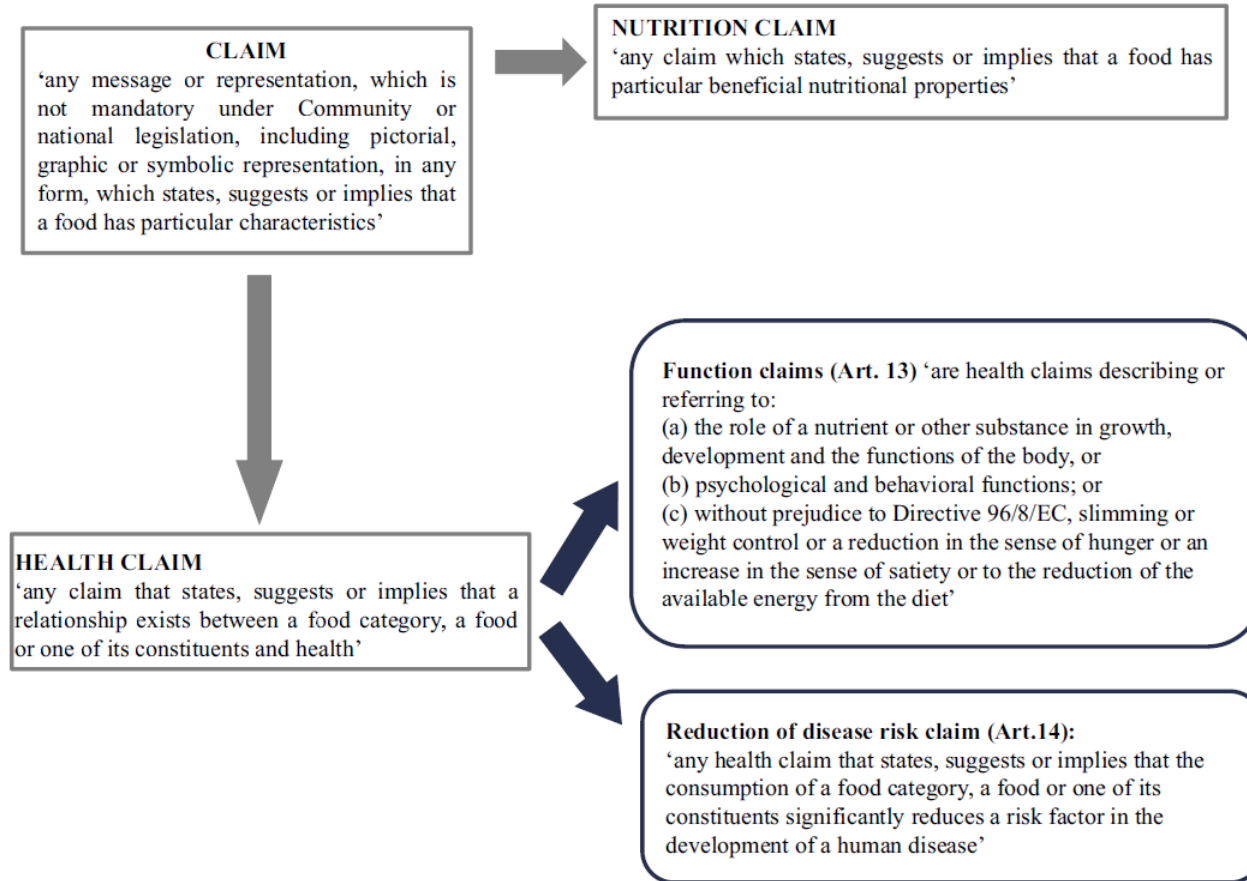


Fig. 1. Claim definition by Regulation No. 1924/2006.

Health claims

[Regulation \(EC\) 1924/2006](#) (as modified by Regulation 1169/2011) allows for the establishment of a EU Register of nutrition and health claims made on food.

The EU Register includes the following:

- the nutrition claims and the conditions applying to them;
- restrictions adopted
- a list of rejected health claims and the reasons for their rejection.

This [EU Register of nutrition and health claims](#) has been established and is updated at regular intervals.

The Register lists authorised health claims that can be used by all food business operators provided that they comply with the particular conditions of use of the authorised claim and with the principles and requirements of Regulation (EC) No 1924/2006. It also lists the rejected health claims.

Health claims

Health claim

Various categories....

- (i) nutrient content claims, which inform consumers about the presence or absence of a nutrient (e.g., 'Good source of calcium');
- (ii) general-level health claims, which relate nutrients within the food to a health function (e.g., 'Contains calcium for healthy bones and teeth');
- (iii) high-level health claims, which relate a nutrient to a specific disease (e.g., 'Contains calcium to reduce the risk of osteoporosis').

Health claims

Additional information that must appear on a label along with a health claim?

- a statement indicating the importance of a varied and balanced diet and a healthy lifestyle
- the quantity of the food and pattern of consumption required to obtain the claimed beneficial effect where appropriate, a statement addressed to persons who should avoid using the food, and an appropriate warning for products that are likely to present a health risk if consumed to excess.

Reference to general, non-specific benefits of the nutrient or food for overall good health or health-related well-being may only be made if accompanied by a specific health claim included in the lists provided for in Article 13 or 14.

Health claims

3

- International comparison of Health Claims on Other Function Claims (EU,US, JP)

	EU	JP		USA
Collective name of the Foods	Foods with Health Claims* ¹	FOSHU	Food with function claims	Dietary Supplement
Specific approval/Standardized/notification	Specific approval	Specific approval/Standardized	Notification	Notification
Assessment Body	EFSA	CAA/CC* ²	Business operator	Business operator
Responsibility	Standing Committee / EC	CAA/CC* ²	Business operator	Business operator
Types of System	Pre-assessment and pre-authorized claim system	Pre-assessment and pre-authorized claim system	Prior notification system	Ex-post notification system
Applicable period	Prior to the launch and during the sales period	Prior to the launch and during the sales period	From 60 days before the launch and during the sales period	After the launch (within 30 days after the launch)

Health claims

NO PERMITTED CLAIMS

- claims which suggest that health could be affected by not consuming the food;
- claims which make reference to the rate or amount of weight loss;
- claims which make reference to recommendations of individual doctors or health professionals and other associations not referred to in Article 11 of the Regulation.

Additional nutrition/health labelling info

(EC) Additional mandatory particulars for specific types or categories of food are listed in Appendix III Reg. 1169/2011.

Examples:

- “packaged under protective atmosphere”
- “with sweetener(s)’, sugar(s) and sweetener(s)”
- “ contains aspartame (a source of phenylalanine)”
- “excessive consumption may produce laxative effects”
- “contains liquorice – people suffering from hypertension should avoid excessive consumption”
- “High caffeine content. Not recommended for children or pregnant or breast-feeding women”
- “with added plant sterols” or “with added plant stanols”
- “the date of freezing or the date of first freezing in cases where the product has been frozen more than once”

New nutrition labelling

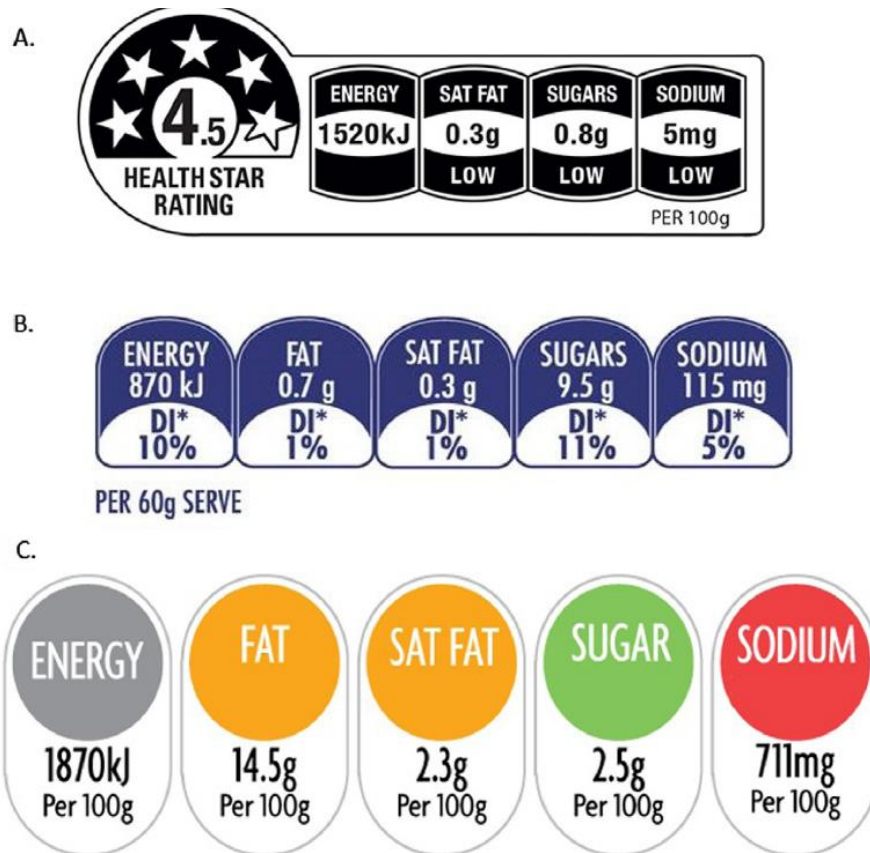


Fig. 1. FoPLs used in mock pack images: A) the Health Star Rating (HSR), B) the Daily Intake Guide (DIG) and C) Multiple Traffic Lights (MTL).

New nutrition labelling

The three main sources of nutrient information available on food packs

- information panel (NIP)
- Health claims.
- Front-of-pack labels (FoPLs)

FoPLs provide simplified nutrition information, generally by reporting and/or interpreting the levels of key negative nutrients.

FoPLs can be categorised into two main types:

- reductive FoPLs = which provide only numerical information on nutrients and
- evaluative FoPLs, which provide an assessment of a food's health value

The Multiple Traffic Lights system (MTL) which is currently being used voluntarily in the UK, uses the three colours (red, amber and green) to indicate high, medium and low (respectively) values for specific nutrients (fat, saturated fat, sugar and sodium).

New nutrition labelling



Ingrédients : légumes : 53% (potiron² : 29%, carotte², oignon², pomme de terre, tomate²), eau, CRÈME fraîche : 1,6%, BEURRE, sel, sucre, extrait de levure, arômes naturels (dont LAIT). Peut contenir : blé, céleri, œuf.
²légumes issus de l'agriculture durable.

Valeurs nutritionnelles moyennes

	Pour 100 ml	Par portion**	%* par portion**
Énergie	155 kJ/37 kcal	388 kJ/93 kcal	5%
Matières grasses	2 g	5 g	7%
dont acides gras saturés	1,2 g	3 g	15%
Glucides	4 g	10 g	4%
dont sucres	2,3 g	5,8 g	6%
Fibres	0,9 g	2,3 g	
Protéines	0,8 g	2 g	4%
Sel	0,76 g	1,9 g	32%

*% d'Apport de référence pour un adulte-type (8400 kJ / 2000 kcal).

**1 portion = 250 ml (ce produit contient 2 portions).

Conclusions

A long list of regulations

....we need to study them in order to comply the consumers needs

....we need to inform consumers how to read them....

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