

4-5
December
2017

Budapest

SUSTAINABLE FOOD SYSTEMS FOR HEALTHY DIETS IN EUROPE AND CENTRAL ASIA

UNITED NATIONS DECADE OF
ACTION ON NUTRITION
2016-2025



4-5
December
2017

Budapest

SUSTAINABLE FOOD SYSTEMS FOR HEALTHY DIETS IN EUROPE AND CENTRAL ASIA

Emma Calvert,
BEUC, The European Consumer Organisation,
Belgium

FOOD LABELS AND THE POWER OF PACKAGING

UNITED NATIONS DECADE OF
ACTION ON NUTRITION
2016-2025



4-5
December
2017

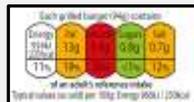
Budapest

SUSTAINABLE FOOD SYSTEMS FOR HEALTHY DIETS IN EUROPE AND CENTRAL ASIA

Nutritional Labelling

'I never look at labelling. I cannot read it even with my glasses. It is absolutely impossible.'
Commissioner for Health and Food Safety

- **Why are food labels so important?**
 - Obesity levels are high and continue to rise in some countries
 - Consumers need to be able to make **informed choices** if they want to make a healthier choice
- **What is the current situation in Europe?**
 - Legislation on food information to consumers led to nutritional declaration on the back of the pack but...
 - Missed the opportunity to introduce front-of-pack colour-coded nutritional labelling to help consumers in their choices
 - **Member States are beginning to bring in their own nutritional labelling schemes**
 - And so are private companies...



UNITED NATIONS DECADE OF
ACTION ON NUTRITION
2015-2025



4-5
December
2017

Budapest

SUSTAINABLE FOOD SYSTEMS FOR HEALTHY DIETS IN EUROPE AND CENTRAL ASIA

Health and Nutrition Claims



- Numerous health or nutrition claims proliferate on the European market
- EU legislation has been in place since 2006 but...
 - It hasn't been fully implemented
 - Is even at risk of being significantly weakened
- 'Nutrient profiles' which were meant to be implemented by 2009 have still not been set 
foods which are high in fat, salt or sugar can still use claims  'Healthy Halos'
- Should a hot chocolate which is 75% sugar be able to attract parents with vitamin and mineral claims?

UNITED NATIONS DECADE OF
ACTION ON NUTRITION
2015-2025



4-5
December
2017

Budapest

SUSTAINABLE FOOD SYSTEMS FOR HEALTHY DIETS IN EUROPE AND CENTRAL ASIA

Packaging for Marketing



- Packaging labels are not just used to communicate nutritional information to adults
- **Powerful marketing tool** to influence children and increase 'pester power'
- Our members' joint action in 2017 on cartoon characters:
 - **13 members' supermarket and online surveys** of cartoon character used with food marketed to children
 - Brand mascots and licensed media characters are very common and **frequently used with foods which are high in fat, salt and sugar** to attract children
 - Only 1 out of over 100 cartoon examples was used for a fruit or vegetable. The rest were HFSS foods such as sugary cereals, chocolate biscuits or dairy snacks.

UNITED NATIONS DECISION
ACTION ON NUTRITION
2016-2025



Food and Agriculture
Organization of the
United Nations



World Health
Organization



UNICEF
For every child



Global Food
Programme

4-5
December
2017

Budapest

SUSTAINABLE FOOD SYSTEMS FOR HEALTHY DIETS IN EUROPE AND CENTRAL ASIA

Conclusions

- Food labels and food packaging exert a strong influence over children and adults.
- We need to reduce the power of marketing tricks like cartoons or claims and increase positive labelling with colour-coded nutritional labelling schemes.

Thank you for your attention!

UNITED NATIONS DECISION
ACTION ON NUTRITION
2016-2025



Food and Agriculture
Organization of the
United Nations



World Health
Organization



UNICEF
For every child



Global Food
Programme