

Front-of-package labeling

Fabio Gomes

Regional Advisor on Nutrition and Physical Activity



PAHO

Nutrition Facts

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

1 Start Here →

2 Check Calories

| Amount Per Serving |
|--|
| Calories 250 Calories from Fat 110 |

3 Limit these Nutrients

| | % Daily Value* |
|-------------------------------|----------------|
| Total Fat 12g | 18% |
| Saturated Fat 3g | 15% |
| Trans Fat 3g | |
| Cholesterol 30mg | 10% |
| Sodium 470mg | 20% |
| Total Carbohydrate 31g | 10% |

6

Quick Guide to % DV

4 Get Enough of these Nutrients

| | |
|-------------------|-----|
| Dietary Fiber 0g | 0% |
| Sugars 5g | |
| Protein 5g | |
| Vitamin A | 4% |
| Vitamin C | 2% |
| Calcium | 20% |
| Iron | 4% |

• 5% or less is Low

• 20% or more is High

5 Footnote

* 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 |
| Dietary Fiber | | 25g | 30g |

UNDERSTANDING THE FOOD LABEL

Calories: This will tell you how many calories are in a serving size. It will also tell you how many of those calories are from fat. As a general rule, no more than 25 to 35 percent of the total calories should come from fat.

Total Fat: Measured in grams, total fat will list the types of fat found in a serving size of packaged food. Saturated fat and trans fats are associated with an increased risk of cardiovascular disease. Many unsaturated fats are good for you – in moderation.

Cholesterol: This number tells you how much cholesterol is included in one serving size of the product. It does not differentiate between cholesterol from saturated fats, or unsaturated fats.

Sodium: Like sugar, sodium (salt) is naturally found in a lot of foods. Most healthy adults should keep their sodium level to less than 2,300 mg per day.

Dietary Fiber: Dietary fiber is an important component of good nutrition. It aids in digestion and bowel function. A high fiber diet that is low in saturated fat and cholesterol can help reduce the risk for heart disease.

% Daily Value: The % of daily value is based on a 2,000 calorie per day diet. Your calorie requirements may differ, so these percentages may not be accurate for you.

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6 Footnote

TYPES OF ADDED FAT

Animal fat
Butter
Cocoa butter
Coconut oil
Cream
Lard
Margarine
Milk solids
Palm kernel oil

Palm oil
Partially hydrogenated and hydrogenated oils
Shortening
Suet
Tallow
Vegetable oils (including avocado, olive, canola, peanut, sesame, soybean and sunflower)

TYPES OF ADDED SUGAR

Agave nectar
Anhydrous dextrose
Barley malt syrup
Brown sugar
Brown rice sugar
Corn sweetener
Corn syrup
Dextrin
Dextrose
Evaporated cane juice
Fructose
Glucose
High-fructose corn syrup

Honey
Invert sugar
Lactose
Maltodextrin
Maltose
Maple syrup
Molasses
Rice syrup
Saccharose
Sorghum or sorghum syrup
Sugar alcohol
Sucrose
Treacle
Xylose

TYPES OF ADDED SODIUM

Baking powder
Disodium phosphate
Iodized salt
Kosher salt
Monosodium glutamate (MSG)
Rock salt
Sea salt
Sodium benzoate

Sodium bicarbonate (Baking soda)
Sodium caseinate
Sodium citrate
Sodium propionate
Sodium saccharin
Sodium nitrite/nitrate
Sodium sulfite
Sodium phosphates
Sodium lactate

SOURCES:

<http://www.centerforfoodsafety.org>
<http://www.fda.gov/food/labelingnutrition/default.htm>
<http://www.who.int/foodsafety/publications/biotech/20questions/en/>
http://www.scripps.org/news_items/4134-decoding-nutrition-labels
<http://factoidz.com/the-facts-about-msg-and-your-health/>



Infographic Presented By

ReuseThisBag.com

Serving Size

- All values on the label are based on 1 serving size.
- If you eat 2 servings, multiply all values by 2.
- If eating ½ the serving, cut all values in half.

Fat & Sodium

- Aim for less than 65g of Total Fat a day
- Aim for less than 300 mg of Cholesterol a day.
- Aim for less than 2,400 mg of sodium daily.
- Use fresh/frozen vegetables instead of canned.

Protein

- Aim for 20g per meal, 50-60g total each day.
- Eat small servings of lean meat, fish and poultry.
- Try to find proteins besides meat, such as beans.

Individual Needs

- The average person needs 2,000 calories a day
- An active person (exercising at least 1 hour a day) will need closer to 2,500 calories.
- To lose weight, reduce daily calorie intake by 500 calories, but no less than 1,500 total.

Nutrition Facts

Serving Size 1 cup (228g)

Servings Per Container 2

Amount Per Serving

Calories 90

Calories from Fat 30

% Daily Value

Total Fat 3g 5%

Saturated Fat 0g 0%

Trans Fat

Cholesterol 0mg 0%

Sodium 300mg 13%

Total Carbohydrate 13g 4%

Dietary Fiber 3g 12%

Sugars 3g

Protein 3g

Vitamin A 80%

Vitamin C 60%

Calcium 4%

Iron 4%

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

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| Total Carbohydrate | | 300g | 375g |
| Fiber | | 25g | 30g |

Calories per gram:

Fat 9 • Carbohydrate 4 • Protein 4

Expiration Date: Always check the expiration date before purchasing the item.

Calories

- The energy that is supplied in food. If it is not burned up during the day, it will be stored in the body as fat.
- Try to limit calories from fat.

Carbohydrates

- Aim for 300g Total Carbohydrates each day.
- Aim for at least 25g of fiber each day.
- Fiber helps digest food and helps people feel full longer.

Nutrients

- Aim for a total of 100% in all nutrients and vitamins throughout the whole day.
- The food item is a good source of a vitamin or mineral if % Daily Value is 10% or greater.

% Daily Values(DV)

Based on your individual needs, the daily values are used as a general guide for the total amount needed each day. Listed are suggestions for the average or active individual.

Ingredient List: Ingredients are listed in order of total percent of the product with the largest amount of the product being listed first and the least amount being listed last.

LABEL

Start Here

Check Calories

Limit these
Nutrients

Get Enough
of these
Nutrients

Quick Guide
to % DV

→ 5% or less
is Low

→ 20% or More
is High

Footnote

IM Sodium bicarbonate
(Baking soda)
Sodium caseinate
Sodium citrate
Sodium propionate
Sodium saccharin
Sodium nitrite/nitrate
Sodium sulfite
Sodium phosphates
Sodium lactate

graphic Presented By
nibag.com



PAHO/WHO

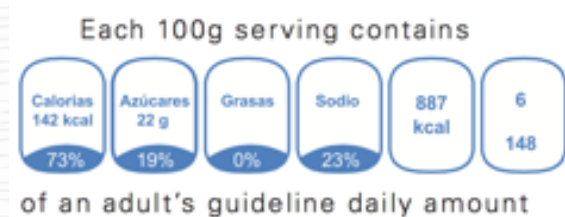
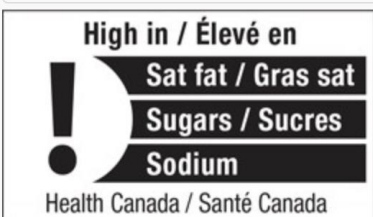
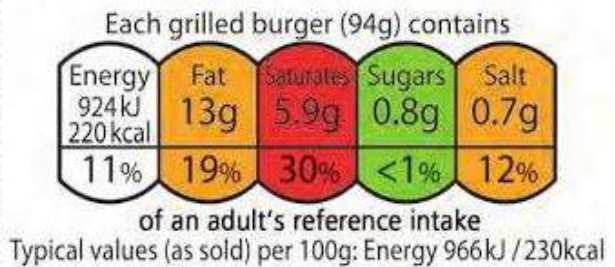
EASY AND QUICK



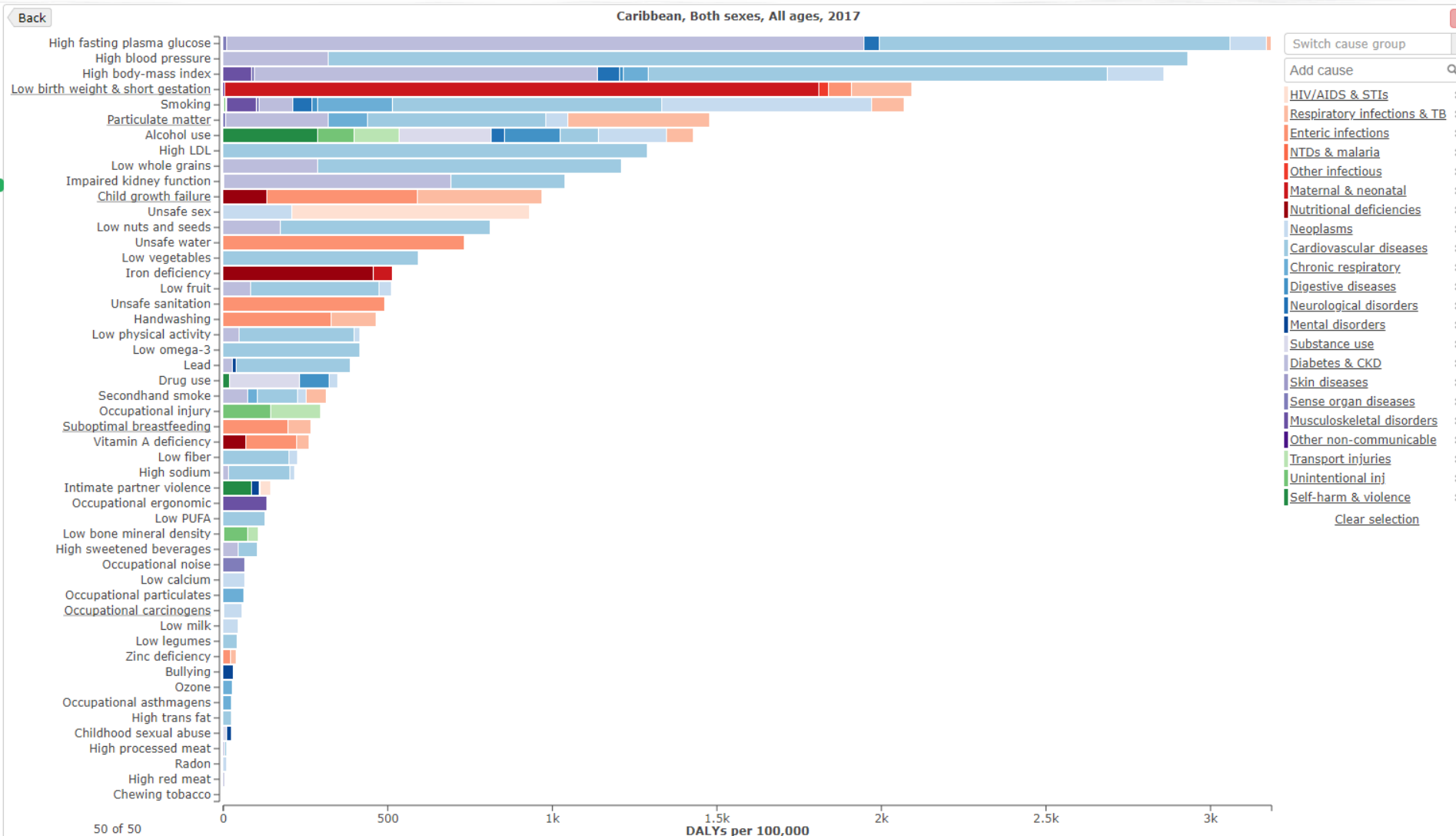
Consumers do **not engage in extended cognitive effort** in purchase situations, they try to **minimize both error and effort**

The major goal in repetitive decisions is to make a satisfactory choice while ***minimizing cognitive effort***

A typical shopping trip involves numerous decisions, and it is likely that the consumer does **not want to expend a great deal of time and effort** on any decision



PURPOSE



4 million years of
healthy life lost due to
high fasting plasma
glucose, high blood
pressure, and
overweight/obesity

IHME 2018 <https://vizhub.healthdata.org/gbd-compare/>



Conflicting valence increase the level of abstraction of the information by the consumer (3^k possibilities; $k = 4 \rightarrow 81$)

Red-Green blindness is the most common form of color blindness

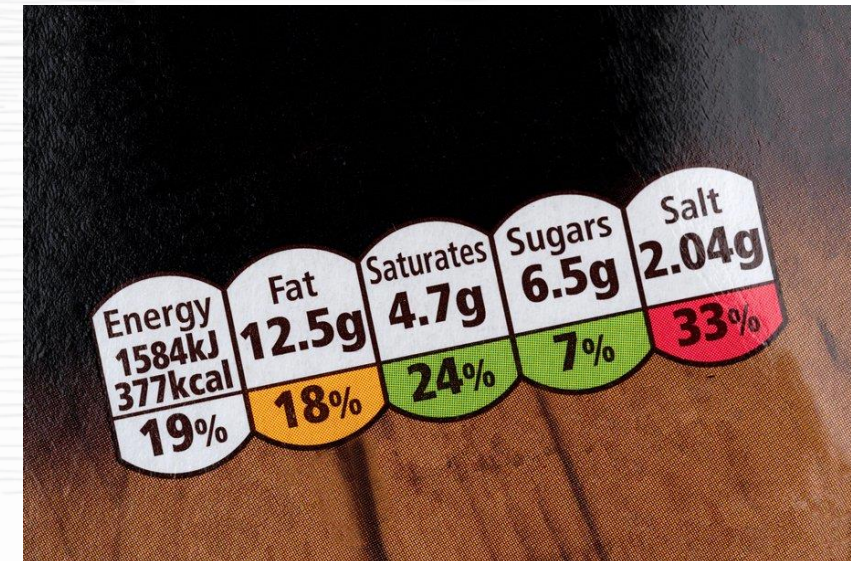
Each serving (150g) contains

| | | | | |
|-----------------------------|---------------------------|---------------------------------|------------------------------|----------------------------|
| Energy 1046kJ 250kcal | Fat 3.0g LOW | Saturates 1.3g LOW | Sugars 34g HIGH | Salt 0.9g MED |
| 13% | 4% | 7% | 38% | 15% |

of an adult's reference intake

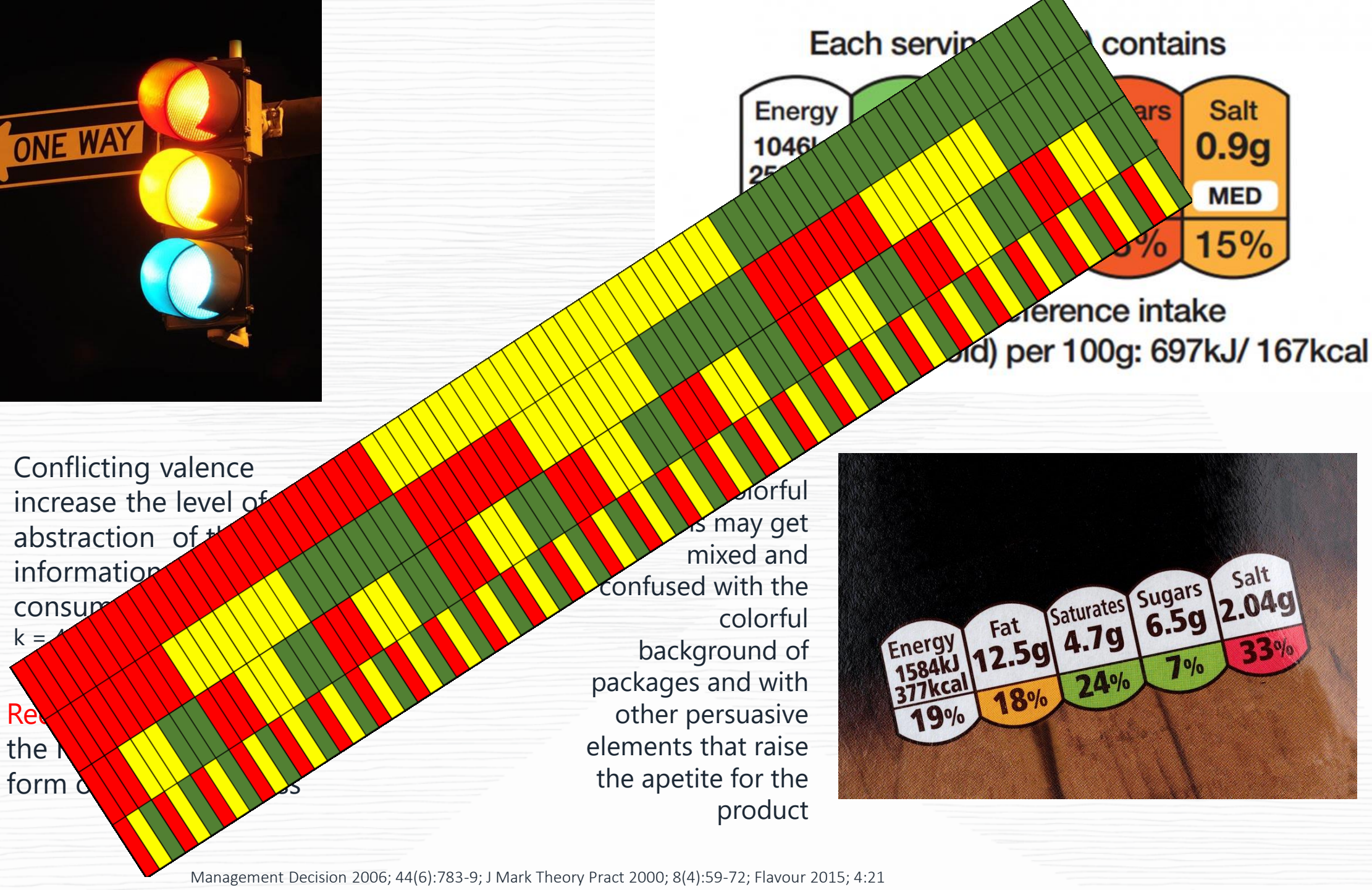
Typical values (as sold) per 100g: 697kJ/ 167kcal

Curved and colorful icons may get mixed and confused with the colorful background of packages and with other persuasive elements that raise the appetite for the product

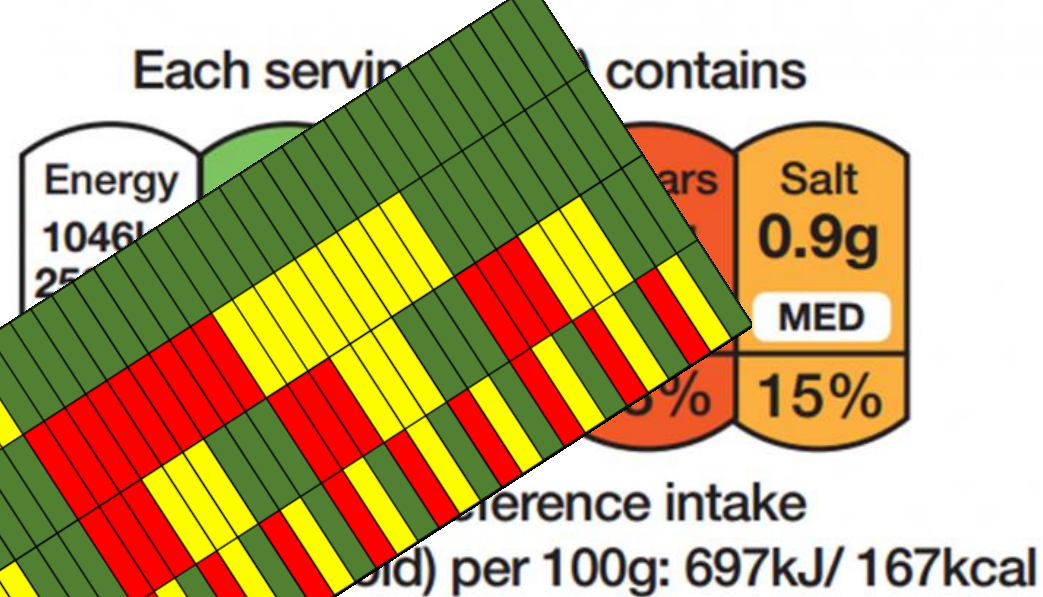




Conflicting valence
increase the level of
abstraction of the
information
consumers
k = 1
Red
the
form of



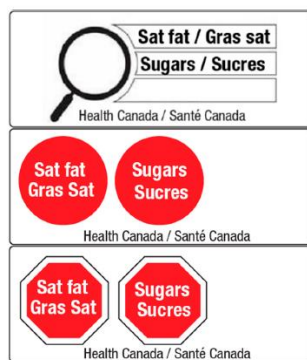
colorful
is may get
mixed and
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elements that raise
the appetite for the
product



Understanding

Purchase intention

Purchase decision



Control [No FOP Label]



Magnifying Glass

Canada, UK, USA

Sat Fats OR 2.95 (2.10, 4.15)
Sugars OR 1.59 (1.25, 2.03)



Caution Triangle + Exclamation Mark

Red Stop Sign



Magnifying Glass + 'High in' Text

Magnifying Glass + Exclamation Mark + 'High in' Text

Red Circle + 'High in' Text

Caution Triangle + Exclamation Mark + 'High in' Text

Red Stop Sign + 'High in' Text



Randomized Controlled Experiment



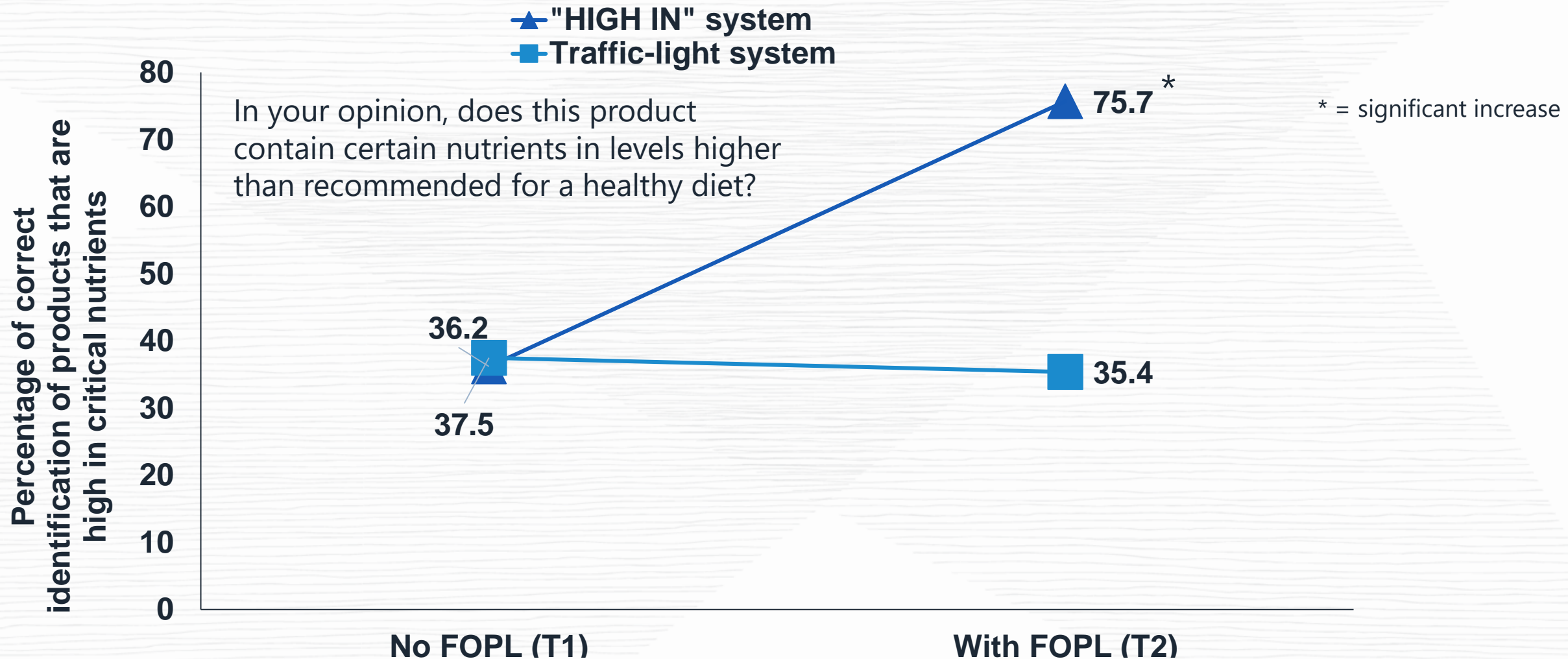
Time 1 (T1)



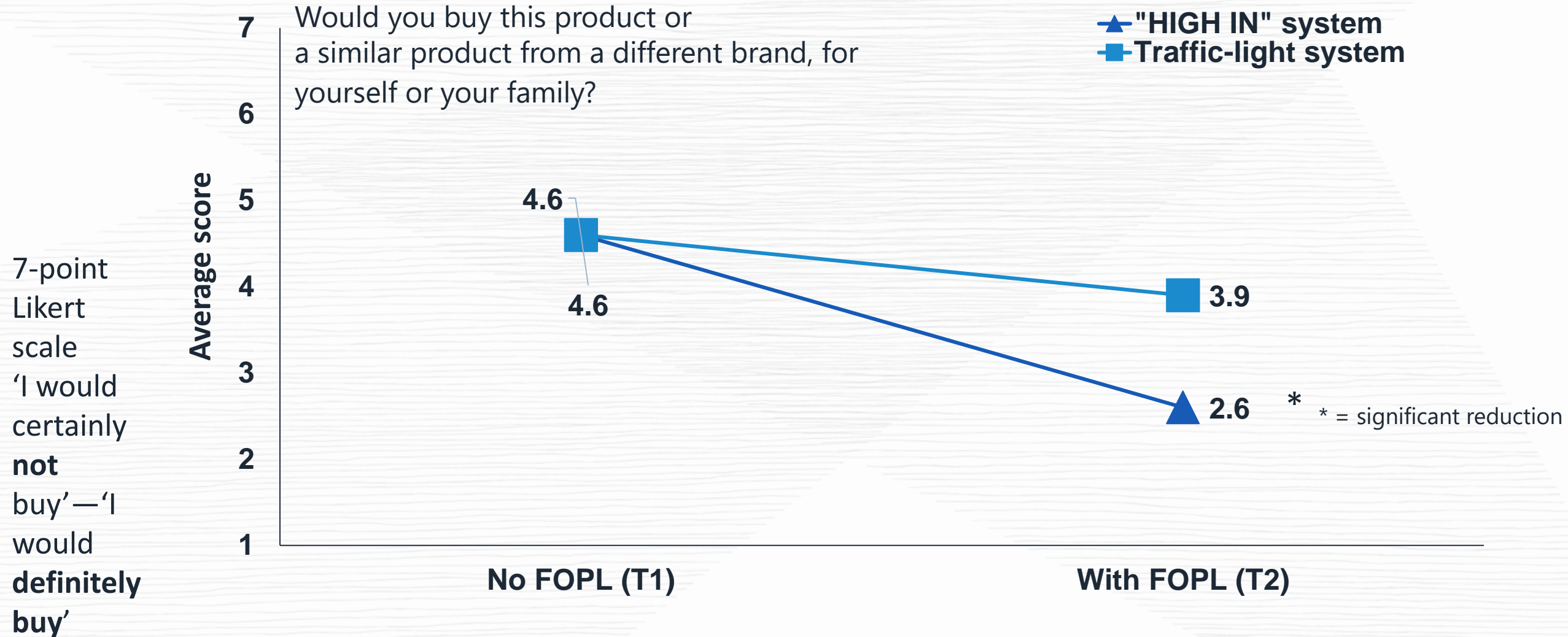
Time 2 (T2)



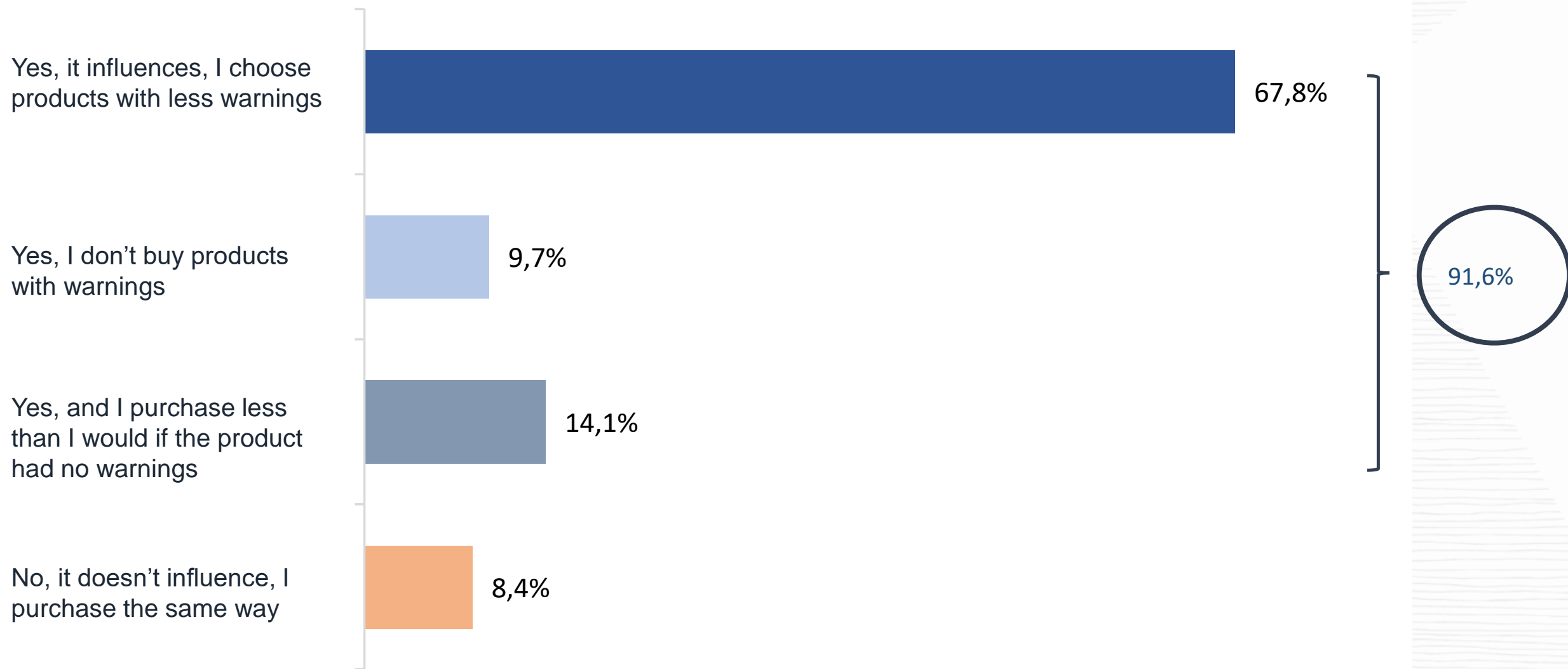
Objective understanding



Purchase intention

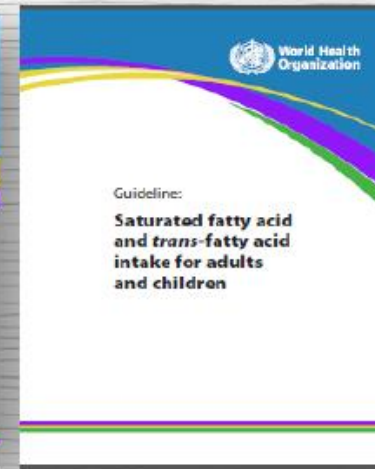
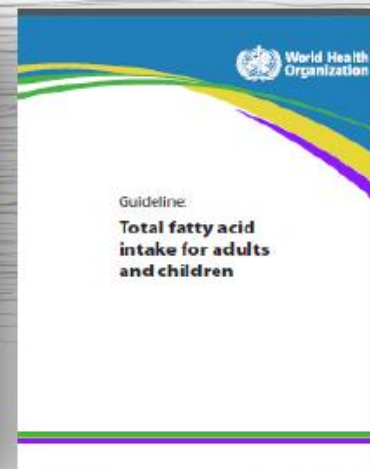
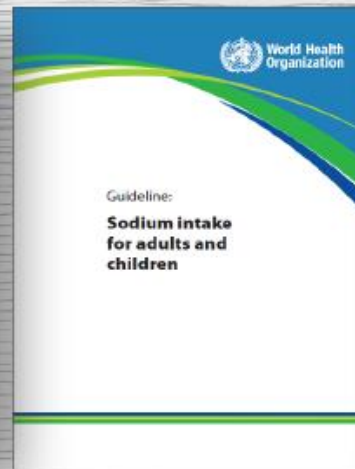
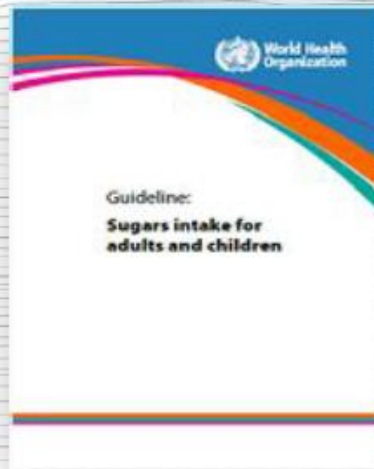
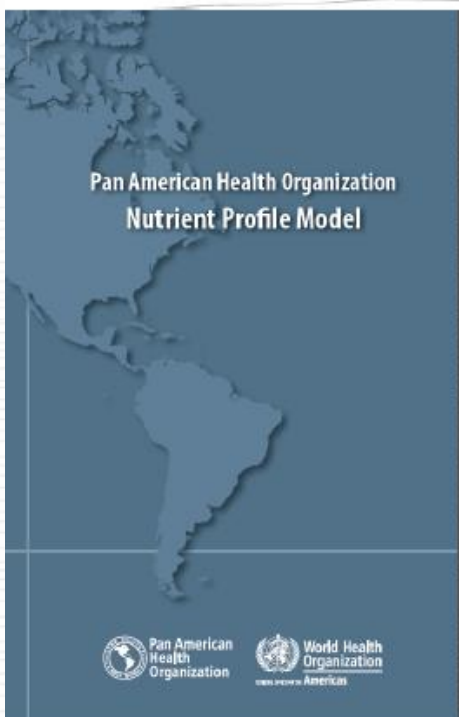


Purchase decision



PURPOSE


To provide a tool to classify food and drink products that are in excess of free sugars, sodium, total fat, saturated fat and trans-fatty acids.



Panel C. PAHO NP Model criteria for identifying processed and ultra-processed products excessive in sodium, free sugars, other sweeteners, saturated fat, total fat, and trans fat

| Sodium | Free sugars | Other sweeteners | Total fat | Saturated fat | Trans fat |
|-----------------------------|--|--------------------------------|--------------------------------------|--|-------------------------------------|
| ≥ 1 mg of sodium per 1 kcal | ≥ 10% of total energy from free sugars | Any amount of other sweeteners | ≥ 30% of total energy from total fat | ≥ 10% of total energy from saturated fat | ≥ 1% of total energy from trans fat |

We are consulting on these four nutrition symbols.



High in / Élevé en

Sat fat / Gras sat

Sugars / Sucres

Sodium

Health Canada / Santé Canada

► [Figure 1 - Long description](#)



High in / Élevé en

Sat fat / Gras sat

Sugars / Sucres

Sodium

Health Canada / Santé Canada

► [Figure 2 - Long description](#)

High in
Élevé en

Sat fat / Gras sat

Sugars / Sucres

Sodium

Health Canada / Santé Canada

► [Figure 3 - Long description](#)

High in
Élevé en

Sat fat / Gras sat

Sugars / Sucres

Sodium

Health Canada / Santé Canada

► [Figure 4 - Long description](#)



EVITAR SU CONSUMO EXCESIVO



EVITAR SU CONSUMO







Front-of-Package Nutrition Labelling

Canada Gazette, Part I (CGI) Proposal

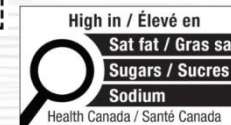


Format Specifications

- Consistent symbol location (top 25%)
- Symbol size relative to front of package surface
- Restrictions on placement and prominence of other health-related information



Symbols



Consultation on proposed front-of-package labelling

From [Health Canada](#)

Current status: Closed

You're invited to comment on our proposal for mandatory front-of-package nutrition symbols, for foods high in:

- saturated fat and/or
- sugars and/or
- sodium

How to participate

1. Take part in our quick and easy [online Food Front-of-Package Nutrition Symbol Consultation](#) to help us choose which symbol could be used on the front-of-packages

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Sat fat / Gras sat

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► [Figure 1 - Long description](#)

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Sugars / Sucres

Sodium

Health Canada / Santé Canada

► [Figure 4 - Long description](#)

- Approximately 16,000 Canadians shared their views on the symbols.
- Approximately 220 unique submissions received.

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Figure 4 - Long description

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► [Figure 1 - Long description](#)



► [Figure 2 - Long description](#)



► [Figure 3 - Long description](#)



► [Figure 4 - Long description](#)

Why

Frequently eating foods high in saturated fat, sugars or sodium can lead to increased health risks. Some of these risks are:

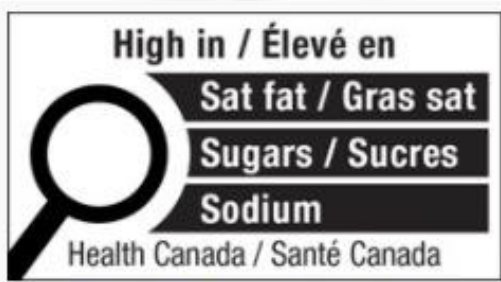
- obesity
- heart disease
- high blood pressure

Mandatory front-of-package labelling for foods high in one or more of saturated fat, sugars and sodium could:

- give quick and easy guidance to help you make informed choices about packaged foods
- help improve the nutritional quality of packaged foods
- help health professionals educate consumers



► [Figure 2 - Long description](#)



► [Figure 1 - Long description](#)



► [Figure 4 - Long description](#)



► [Figure 3 - Long description](#)

Consumer Research

Research goals:

- To assess the efficacy of FOP labelling as a quick and easy guide for Canadians of varying health literacy levels to make healthier and more informed choices with respect to sugars, sodium, and saturated fats.
- To gain further insights into FOP symbol design elements that can contribute to effectiveness.

Methodology:

- Consumers (n=625) were randomized into current labelling or 1 of 4 different FOP symbol groups.
- Completed timed shopping tasks wearing an eye-tracking device followed by intercept interviews.

Results:

- Findings confirmed the potential of a **“high in” FOP** symbol in a naturalistic setting to **discourage the purchase and consumption of foods high in nutrients of public health concern.**



Consumer Research

Does **LOCATION** matter?
Consistent symbol location (top 25%)

Does **PLACEMENT AND PROMINENCE** of voluntary nutrition claims and proprietary FOP systems matter?

When participants made unsuccessful food choices, participants tended to rely on other nutrition information on the front of the package.



Does **SIZE** matter?
Symbol size relative to front of package surface



Does a **MANDATORY ATTRIBUTION** to Health Canada matter?

The presence of the Health Canada attribution resulted in higher trust and credibility for the FOP nutrition symbol

While most participants noticed the FOP nutrition symbol regardless of its size or location, significantly more participants understood it faster when its size was larger and it was in the proposed location

Participants were more likely to choose a food without a FOP nutrition symbol

Most participants at risk of marginal HL also noticed and understood the FOP nutrition symbol