



The voice of the European food and drink industry

CIAA Recommendation on a Common Nutrition Labelling Scheme

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About CIAA

- CIAA – the Confederation of the Food and Drink Industries of the EU
 - The voice of the food and drink industry in the European Union
 - Leading industrial sector and major EU employer and exporter
 - Membership is made up of: 24 national federations, 28 EU sector associations, 19 major food and drink companies and 2 observers: Norway and Turkey



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About CIAA

- CIAA is one of the founding members of the EU Platform for Action on Diet, Physical Activity and Health since March 2005
- CIAA submitted 58 baseline activities for 2004/05 and 17 additional commitments for 2006 – more than any other member and the list is non-exhaustive!



EU Platform on Diet,
Physical Activity and Health

CIAA



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2006 CIAA Commitments

- Partnership
- Healthy lifestyle programmes
- **Consumer information**
- Advertising and Commercial Communications
- Products and Choice
- Research



EU Platform on Diet,
Physical Activity and Health

**To empower the consumer
to make diet and lifestyle
choices that can lead to
good health**





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CIAA Common Nutrition Labelling Scheme

- In June 2006 CIAA announced the adoption of CIAA recommendation for a Common Nutrition Labelling Scheme
- By encouraging a wide provision of nutrition information in a consistent manner, CIAA can make an important contribution to helping people make informed dietary choices



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Underlying principles of scheme

- Achieve nutrition labelling that is
 - In line with current Nutrition Labelling Directive,
 - Applied on a voluntary, self-regulatory basis,
 - Based on consistent industry-wide approach,
 - Science-based, non-discriminatory,
 - Clear, relevant and understandable, enabling informed choices by consumers,
 - In line with EU requirements for legibility,
 - Supported by nutrition labelling education efforts.



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Underlying principles of scheme

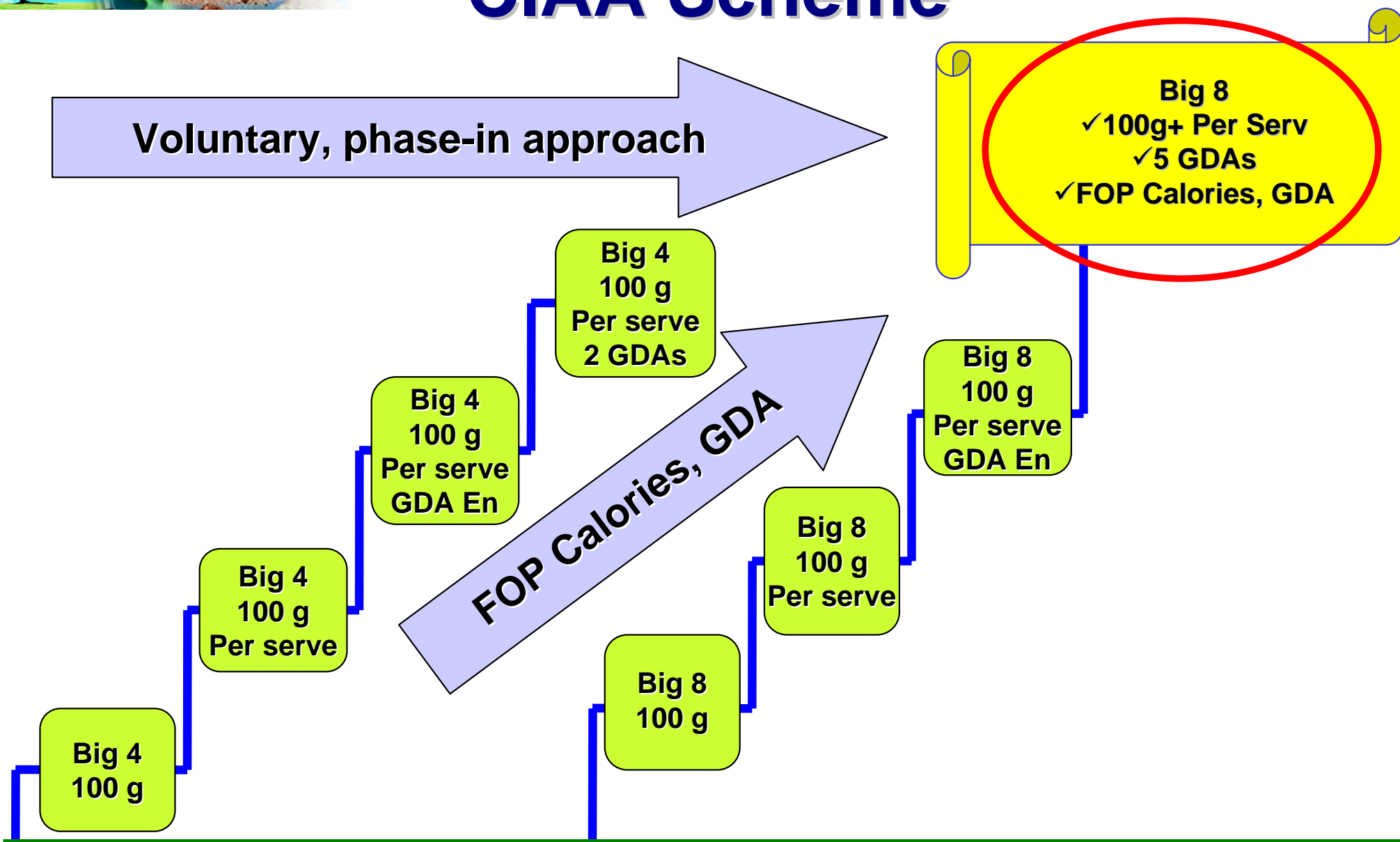
- Will be monitored
 - Against agreed parameters
 - With a scheme to be developed in subsequent phase



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CIAA Scheme

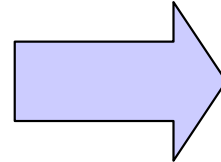
Voluntary, phase-in approach





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CIAA NUTRITION LABELLING SCHEME



Elements Front-of-Pack

➤ "Energy" Logo

- Calories per serving
- % GDA for Calories
- Agreed style guide

**CIAA GDAs
for adults
Energy 2000 kcal**

**Protein 50 g
CHO 270 g
Fat 70 g
Sat. fat 20 g
Fibre 25 g
Sodium 2.4 g
Salt 6 g
Sugars 90 g**

➤ Optional

- Additional 4 GDAs of the public health concern nutrients (using agreed style guide)



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Key elements for BOP

- "Big 8" list of nutrients
 - Energy, protein, CHO, sugars, fat, saturated fat, fibre, sodium/salt
- "Per serving" / "per portion", in addition to 100 g or ml
- % CIAA Guideline Daily Amounts (GDAs) for nutrients of public health concern
 - Energy, sugars, fat, saturated fat, sodium/salt

**CIAA GDAs
for adults**
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Fibre 25 g
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Back-of-Pack



A 250 ml serving provides

Nutrition Information		
Typical Values	Per 100 ml	Per serving (1 bowl, 250 ml)
Energy	56 kcal 240 kJ	140 kcal 600 kJ
Protein	4.5 g	11.3 g
Carbohydrate	8.8 g	22.0 g
of which sugars	1.2 g	3.0 g
Fat	0.4 g	1.0 g
of which saturates	0.05 g	0.1 g
Fibre	1.9 g	4.8 g
Sodium	0.05 g	0.1 g

Energy	Sugars	Fat	Saturates	Sodium	Fibre
140 kcal	3.0g	1.0g	0.1g	0.1g	4.8g
7%	3%	1%	1%	4%	19%

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.

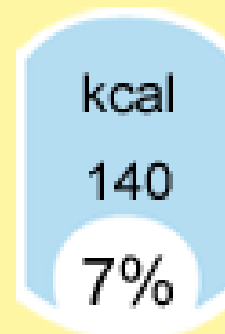


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Front-of-Pack



Jedna porcja dostarcza

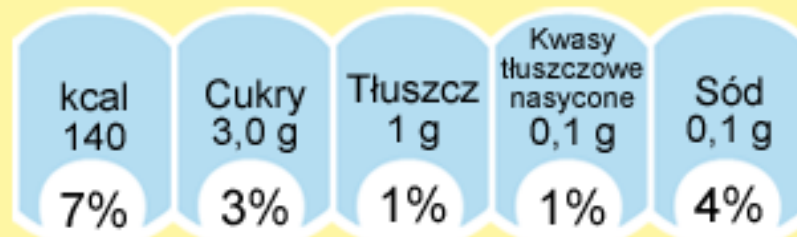


% wskazanego dziennego
spożycia dla osoby dorosłej

CIAA Nutrition Labelling Scheme

Optional

Opakowanie 250 ml zawiera:



% wskazanego dziennego spożycia
dla osoby dorosłej



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Modalities for implementation

- Voluntary, phased-in approach, according to what is relevant and feasible for each company
- Adaptation by sectors to achieve common, EU-wide approach within categories, as far as possible
- Strong support for implementation from CIAA, sectors and national federations
- "Toolbox" to facilitate implementation by all companies

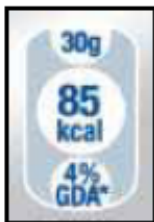


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Leading European Companies already implemented CIAA Nutrition labelling scheme

- Coca-Cola, Groupe Danone, Kellogg, Kraft Foods, Nestlé, PepsiCo, Unilever, Masterfoods, Cadbury Schweppes and Campbell Soup Company have started implementing the scheme
- More Companies have joined at national level
 - In the UK 25 leading food manufactures apply GDAs
 - 6 retailers also adopted the scheme
 - There are now 15.000 products lines in the market with GDAs front of pack

By December 2007 GDA labels in 25 of 27 EU Member States



With strong commitment in other categories: e.g. Soups:



FRANCE:

By Dec 08

85% of Soup Brands by volume have consistent GDA labels, including: Maggi (Nestlé), Knorr (Unilever), Liebig, Royco (both Campbell)

GERMANY:

By Dec 08

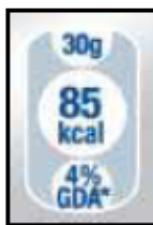
65% of soup brands by volume will have consistent GDA labels, including:

Maggi (Nestlé), Knorr, Unox (both Unilever), Erasco (Campbell)



The Category of Soups includes in both countries:

ambient wet, chilled wet, frozen wet, regular dry (simmer soups) and instant dry. Also



And soft drinks:



Eik/Chaque van/de 250ml beval/content				
kcal	Suikers Sucres	Vetten Lipides	Acidophoren Acides gras saturés	Natrium Sodium
105	27 g	0 g	0 g	0 g
5%	29%	0%	0%	0%

(*) % van uw Dagelijkse Voedingsrichtlijn (GDA)
 (*) % des Repères Nutritionnels Journaliers (GDA)
 Gemiddeld per dag / En moyenne par jour: 2000 kcal



By Dec 2007 60% of soft drinks sold in Europe will display GDA labels

This figure will rise to over 80% of ALL soft drinks by the end of 2008



Trade association support



Lays

Paprika

Special

K
Delissima

24
83

KitKat

PHILADELPHIA

ICE
PRESSO

Mars

Meisse
rasse

Natürlich

CHAMPIGNON
CREME
Mit Krutonen

Kellogg's
ALL
BRAN

Classic

Maggi

Mariniere

Coca-Cola

FROSTIES

MONTANA

BRESAOLA DELLA
VALTELLINA I.G.P.
Punta d'Asce

YOGURT
NATURAL

DANONE
NATURE

16

33 cl

Whole Wheat
Biscuits



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**Thank you for your
attention!**