

COMMUNICATING NUTRITION LABELLING CHANGES TO CONSUMERS

Companies are encouraged to use the following messages to communicate the nutrition labelling changes on product label. These are a result of the provisions of Regulation (EC) No. 1169/2011 on food information to consumers and the UK voluntary Government's front of pack national scheme.

Companies should adapt the style, language and length of the message to the company's style and type of communication. The type and style of messaging to be used will also depend on your target audience. For example, communications aimed at consumers will be either very simple or explanatory in nature; therefore the short and long messages (see below) may be more suitable. If the communication is aimed at professionals, likely to have some background on the subject, the medium length messages may be more appropriate.

The guidance has been developed by retailers using their experience communicating with customers and other audiences; however the document aims to help anyone who wants to communicate nutrition labelling changes.

KEY MESSAGES

1. **There will be some changes to the manner in which nutrition information appears on the label**
2. **'Traffic light' colours (red, amber and green) and % reference intakes (RI) will be used on front of pack in addition to the nutritional values**
3. **Reference Intakes (RI) replaces Guideline Daily Amounts (GDA)**
4. **Energy information will be given in kilojoules (kJ) and kilocalories (kcal)**
5. **The way in which the 'traffic light' colours (red, amber and green) are determined is changing**
6. **Use the front of pack nutrition information to help you eat a healthy diet**
7. **The order of the nutrients on the front and the back of pack is changing**

There are three levels of message length depending on the type or style of communication. These are identified by the following colour codes:

Short message

Medium message

Long message

DETAILED CORE MESSAGES

1. There will be some changes to the manner in which nutrition information appears on the label

There will be some changes to the way that nutrition information appears on the label, especially on the front of the pack, due to a new piece of European legislation and a new Government initiative.

Companies can choose one of the following more detailed messages, according to suitability:

- a. The biggest change to front of pack nutrition information is that we will now be using 'traffic light' colours. These colours indicate whether a product contains a high (red) medium (amber) or low (green) amount of fat, saturated fat, sugar or salt.
- b. The biggest change to front of pack nutrition information is that we will now be using a percentage of your reference intake (RI) for the day, always alongside the 'traffic light' colours.
- c. The calorie lozenge is replaced by an energy lozenge and it will no longer be coloured.
- d. Any other changes.

2. 'Traffic light' colours (red, amber and green) and % reference intakes (RI) will be used on front of pack in addition to the nutritional values

Use a picture of a new label

Each pack contains				
Energy 2267 kJ 542kcal	Fat 20g	Saturates 6.4g	Sugars 7.6g	Salt 2.4g
	27%	28%	8%	42%
of your reference intake				
Typical values per 100g: Energy 756kJ / 213kcal				

3. Reference Intakes (RI) replaces Guideline Daily Amounts (GDA)

We have replaced the term Guideline Daily Amounts (GDA) with Reference Intakes (RI). While the terminology has changed, most of the values are exactly the same, with the exemption of protein and carbohydrate.

We have replaced the term Recommended Daily Allowances (RDA) for Nutrient Reference Values (NRV), for vitamins and minerals. While the name has changed, the values are exactly the same.

There is no Reference Intake for fibre, but general advice is to aim to consume 24g a day. The quantity of fibre in the food is given as part of the nutrition table on the back of the pack

Reference Intakes are a guide to the amount of energy, fat, saturates, sugar and salt an average adult should aim to have no more than in any one day. Although everybody is different, you should aim to meet the RI for energy and treat the RIs for fat, saturates, sugar and salt as the maximum intake you should have in one day.

This table shows the Reference Intakes for the average adult:

Energy or nutrient	Reference Intake
Energy	8400 kJ / 2000 kcal
Total fat	70 g
Saturates	20 g
Carbohydrate	260 g
Sugars	90 g
Protein	50 g
Salt	6 g

The Nutrient Reference Values (NRVs) are quantities of nutrients, as a vitamin or mineral, in the diet that are required to maintain good health in people.

This table shows the Nutrient Reference Values for adults:

Vitamin A (µg)	800	Chloride (mg)	800
Vitamin D (µg)	5	Calcium (mg)	800
Vitamin E (µg)	12	Phosphorus (mg)	700
Vitamin K (µg)	75	Magnesium (mg)	375
Vitamin C (µg)	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)	2000		

4. Energy information will be given in kilojoules (kJ) and kilocalories (kcal)

We now have to provide the energy information in kilojoules (kJ) as well as kilocalories (kcal).

Kilojoules (kJ) and Kilocalories (Kcal) have always been on nutrition panels on back of packs, but now you will see them both on the front of the pack.

A kilojoule is a metric unit of measure of energy in the same way that kilometres measure distance and is the main term accepted internationally. Giving kjs and kcals is like giving both grams and ounces.

One kilocalorie equals 4.2 kilojoules. A typical adult only needs 2000 kcals a day. This is the same as 8400 kjs.

5. The way in which the colours are determined is changing

The products and the recipes may not have changed, however the Government criteria behind the colours has changed. For example, the same amount of salt in a certain sandwich may have been amber and will now be red, because the salt criteria for red has changed.

The criteria behind the colours is determined by the Government. The same criteria are used for all foods; therefore what is a red for fat for a sandwich is the same value as what is a red for fat for a ready meal or for chocolate.

Table 2: Criteria for 100g of food (whether or not it is sold by volume)

Text	LOW	MEDIUM	HIGH	
Colour code	Green	Amber	Red	
Fat	$\leq 3.0\text{g}/100\text{g}$	$> 3.0\text{g}$ to $\leq 17.5\text{g}/100\text{g}$	$> 17.5\text{g}/100\text{g}$	$> 21\text{g}/\text{portion}$
Saturates	$\leq 1.5\text{g}/100\text{g}$	$> 1.5\text{g}$ to $\leq 5.0\text{g}/100\text{g}$	$> 5.0\text{g}/100\text{g}$	$> 6.0\text{g}/\text{portion}$
(Total) Sugars	$\leq 5.0\text{g}/100\text{g}$	$> 5.0\text{g}$ and $\leq 22.5\text{g} /100\text{g}$	$> 22.5\text{g}/100\text{g}$	$> 27\text{g}/\text{portion}$
Salt	$\leq 0.3\text{g}/100\text{g}$	$> 0.3\text{g}$ to $\leq 1.5\text{g}/100\text{g}$	$>1.5\text{g}/100\text{g}$	$>1.8\text{g}/\text{portion}$

Note: portion size criteria apply to portions/serving sizes greater than 100g

Table 3: Criteria for drinks (per 100ml)

Text	LOW	MEDIUM	HIGH	
Colour code	Green	Amber	Red	
Fat	≤ 1.5g/100ml	> 1.5g to ≤ 8.75g/100ml	> 8.75g/100ml	>10.5g/portion
Saturates	≤ 0.75g/100ml	> 0.75g to ≤ 2.5g/100ml	> 2.5g/100ml	> 3g/portion
(Total) Sugars	≤ 2.5g/100ml	> 2.5g to ≤ 11.25g/100ml	> 11.25g/100ml	> 13.5g/portion
Salt	≤ 0.3g/100ml	>0.3g to ≤0.75g/100ml	> 0.75g/100ml	> 0.9g/portion

Note: Portion size criteria apply to portions/serving sizes greater than 150ml

6. Use the front of pack nutrition information to help you eat a healthy diet

The ‘traffic light’ (red, amber and green) labels on the front of the pack show you at-a-glance if the food you are thinking about buying has high, medium or low amounts of fat, saturated fat, sugars and salt, helping you achieve a more balanced diet.

The RI information will give you a little more detail about how much of each nutrient is in a portion and will help you put it in the context of a healthy balanced diet.

If you see a red on the front of the pack, it does not mean that you should not or cannot eat it but that you should try to keep an eye on how often you choose these foods, or how much of them you eat. A diet with fewer reds can help you achieve a healthier diet.

If you see amber, these foods are neither high or low for that nutrient. Foods with ambers help you balance your diet; just try to include a few green ones too.

Green means the food is low in that nutrient. The more green lights, the healthier the choice but you should not just eat green foods as you need a balance with a few ambers and reds to make sure you are eating all the nutrients you need.

Many of the foods with ‘traffic light’ colours that you see in the shops will have a mixture of red, amber and greens. So, when you’re choosing between similar products, try to go for more greens and ambers, and fewer reds, to help you eat a healthier diet.

While the colours provide at a glance information, the % reference intakes (RI) helps you understand how the quantity of a nutrient in the product relates to the ideal maximum amount to be consumed daily. They also enable you make more accurate comparisons between products. You can use the detailed RI information to help you choose between products that have the same colour.

7. The order of the nutrients on the front and the back of pack is changing

The order of the nutrients on the front of pack is changing:

CURRENT	NEW
Calories / sugar / fat / saturates / salt	Energy / fat / saturates / sugar / salt

The order of the nutrients on the back of pack is changing:

CURRENT	NEW
Energy	Energy
Protein	Fat
Carbohydrate	Saturates
Sugar	Carbohydrate
Fat	Sugars
Saturates	Fibre (optional)
Fibre	Protein
Sodium	Salt

Sometimes you will see more nutrients, e.g. polyunsaturated fats, vitamins and minerals.