



# Update on the European Commission's New proposal for Mandatory Nutrition Labelling

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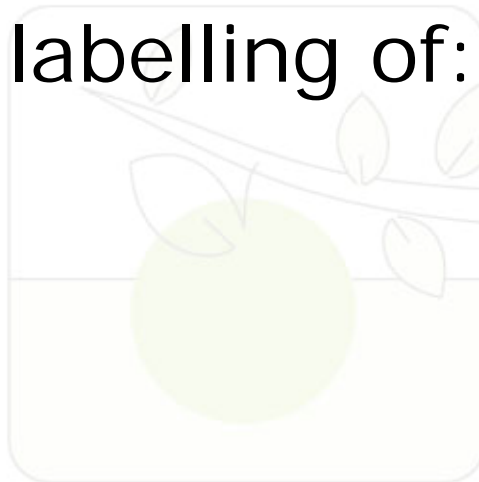
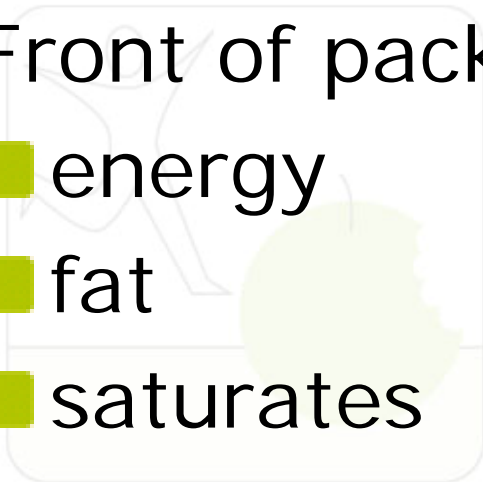
# Revision strengthens existing provisions

- Fundamental to encourage healthier choices
- Consumers are interested and want to have information
- Act as an incentive to the food industry to reformulate products

# New proposal – mandatory information

Front of pack labelling of:

- energy
- fat
- saturates
- carbohydrates, with specific reference to sugars
- salt



## Why these elements?

Consideration of:

- Elements most relevant for public health
- Balance of information to consumers
- Limited number – avoid information overload
- Limit potential burdens to industry

# Additional nutrients

Nutrients that can be labelled on a voluntary basis on either the front or back of pack:

- trans fats
- mono-unsaturates
- polyunsaturates
- polyols
- starch
- fibre
- protein
- certain minerals and vitamins

when a claim is made the declaration becomes mandatory

# Some exemptions to mandatory nutrition declaration ...

- Single ingredient unprocessed products  
e.g. raw meat, raw fruit and vegetables, flour
- Tea, coffee, spices, salt etc.
- Flavourings, food additives, enzymes, processing aids, gelatine, yeast
- Small packages (largest surface  $< 25^2$  cm)
- Food directly supplied by manufacturer of small quantities to the final consumer
- Food sold occasionally by private persons
- Wine, beer, spirits (review 5 years after entry into force)

# Form of declaration

- per 100g / per 100ml
- on a per portion basis alone when:
  - prepacked as an individual portion
  - after harmonisation of portion size for categories of foods at the Community level
- indication of the percentage of the reference intake value provided by the food (front of pack not mandatory)

# Adult reference intakes for macronutrients

Energy

8400 kJ (2000 kcal)

Total fat

70 g

Saturates

20 g

Carbohydrate

230 g

Sugars

90 g

Salt

6 g

# Calculation of values

The values declared shall be average values based on:

- the manufacturer's analysis of the food
  - calculation from the ingredients used
  - calculation from generally established and acceptable data (e.g. food composition tables)
- 
- Commission may establish conversion factors for vitamins and minerals

## Possible amendment of:

- List of vitamins and minerals and their Recommended Daily Amounts (RDAs)
- Energy conversion factors

through Commission Directive

# Review of vitamins and minerals

Vitamin A

Vitamin D

Vitamin E

Vitamin K\*

Vitamin C

Thiamin

Riboflavin

Niacin

Vitamin B6

Folic acid

Vitamin B12

Biotin

Pantothenic acid

\* under consideration

Potassium\*

Chloride\*

Calcium

Phosphorus

Magnesium

Iron

Zinc

Copper\*

Manganese\*

Fluoride\*

Chromium\*

Molybdenum\*

Iodine\*

Selenium\*



# Review of energy conversion factors

Carbohydrate (except polyols)	4 kcal/g - 17 kJ/g
Polyols	2,4 kcal/g - 10 kJ/g
Protein	4 kcal/g - 17 kJ/g
Fat	9 kcal/g - 37 kJ/g
Alcohol (ethanol)	7 kcal/g - 29 kJ/g
Organic acid	3 kcal/g - 13 kJ/g
Salatrim	6 kcal/g - 25 kJ/g

+

Fibre\*

Erythritol\*

\* under consideration

# Additional formats

- Promotion of innovation in the interest of clarity for consumers
- Recourse to non-binding national schemes
- Based on sound consumer research
- Wide and active involvement of stakeholders
- Essential requirements in legislation
- Mutual recognition of national schemes
- Power for the Commission to harmonise

# Next steps

- Codecision procedure - Adoption by European Parliament and the Council (normally 1-2yrs)
- Transition
  - 3 years after the entry into force
  - 5 years for micro businesses to implement nutrition labelling (businesses with fewer than 10 employees plus an annual turnover not exceeding € 2 million)



More information available at:

[http://ec.europa.eu/food/food/labellingnutrition/  
foodlabelling/proposed\\_legislation\\_en.htm](http://ec.europa.eu/food/food/labellingnutrition/foodlabelling/proposed_legislation_en.htm)