Practices of food labeling and claims: is consumer interest a priority?

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Nutritional Illiteracy

• Are educated Indians Literate in all respects ?
• Majority of Indians are Financially Illiterate
• Most Indians are Nutritionally Illiterate
• Cant relate what they eat with Calories ADI
• Cant understand basic ingredients of Food so difficult to understand labels
• Cant relate what they eat with obesity and lifestyle diseases
• So can you really blame them ??
• Food products labeling is mainly controlled by:

• The Food Safety & Standards (Packaging & Labeling) Regulations, 2011

• The Legal Metrology (Packaging Commodities) Rules, 2011
• Every package of food shall carry the following information on the label, namely:

1. The name of food
2. List of ingredients in descending order of weight or volume
3. Nutritional information
4. Declaration regarding veg. or non veg. (Green / Brown dot)
5. Declarations regarding food additives
6. Name and complete address of the manufacturer
7. Net quantity
8. Lot / Code / Batch identification
9. Date of manufacturer or packing
10. Best before or Use by date
11. Country of origin for imported food
12. Instructions for use
13. FSSAI License Number
14. Maximum Retail Price (MRP)
15. Customer Care Details
Nutritional Information:

- Nutritional Information or nutritional facts per 100 gm or 100ml or per serving of the product shall be given on the label containing the following:

(i) Energy value in kcal;

(ii) The amounts of protein, carbohydrate (specify quantity of sugar) and fat in gram (g) or ml;

(iii) The amount of any other nutrient for which a nutrition or health claim is made:
(iv) Wherever, numerical information on vitamins and minerals is declared, it shall be expressed in metric units;

(v) Where the nutrition declaration is made per serving, the amount in gram (g) or milliliter (ml) shall be included for reference beside the serving measure.
Nutritional Guidance Inadequate

• As foods which are high in fat, sugar and salt are linked with obesity and non-communicable diseases such as diabetes, hypertension and heart disease. So following information should also be on the label:

• In Nutritional Information, declaration of salt per 100 gram or per serving should be made mandatory as energy, fat, protein, carbohydrate and sugar.
Labelling Needs to Change

- Daily dietary nutritional (Energy per serving and per day) should be specified according to age groups & lifestyle
- Limit of sodium / salt per serving & per day should be marked
- Total added sugar per serving & per day should be marked as caution to elderly or diabetics
- Caution should be marked for allergen if any
- Cautions for pregnant women/children if any
- Caution if product is highly acidic
Storage conditions and ‘Use by’ mark

- The label must say **how long foods should be kept and how to store them.** Following storage instructions can prevent food from spoiling too quickly, reduce the risk of food poisoning and help to make sure that it tastes and looks its best when it is eaten.

- **Foods which spoil quickly (i.e. are highly perishable)** such as milk and milk products, cooked meat and fish have a ‘Use by’ date. If kept for too long these foods can cause food poisoning even though they may not taste odd.

- **Best before period after opening the package unseal shall be marked along with environment conditions.**
Health Claims: General claims about benefits to overall good health, such as ‘healthy’ or ‘good for you’, should only be allowed to be used if accompanied by an appropriate and approved claim.

Genetically modified: The presence of genetically modified organisms (GMOs) or ingredients produced from GMOs must be indicated on the label. For GM products sold 'loose', information must be displayed immediately next to the food to indicate that it is GM.

Organic Food: Should be supported with certificate of claim

Infants Food: Information should be clearly visibly marked with cautions.
Voluntarily, few manufacturers’ have started declaration of salt on the label of food products, such as:
Along with Nutritional Information table, label should show % RDA (Recommended Daily Allowance) provided by consuming 100 gram / ml or per serving of all nutrients shown in Nutritional Information table.

Voluntarily, few manufacturers’ have started declaration of nutrients on the label of food products, such as:
**Nutrition Facts**

<table>
<thead>
<tr>
<th>Serving size 1 pack (28g)</th>
<th>Servings per Container 6</th>
</tr>
</thead>
<tbody>
<tr>
<td>Amount per serving</td>
<td></td>
</tr>
</tbody>
</table>

- **Calories**: 120
- **Calories from Fat**: 40

<table>
<thead>
<tr>
<th>Nutrient</th>
<th>Amount per serving</th>
</tr>
</thead>
<tbody>
<tr>
<td>Calories</td>
<td>120</td>
</tr>
<tr>
<td>Total Fat</td>
<td>4.5 g</td>
</tr>
<tr>
<td>Saturated Fat</td>
<td>3 g</td>
</tr>
<tr>
<td>Trans Fat</td>
<td>0 g</td>
</tr>
<tr>
<td>Cholesterol</td>
<td>0 g</td>
</tr>
<tr>
<td>Sodium</td>
<td>25 g</td>
</tr>
<tr>
<td>Total Carbohydrate</td>
<td>300 g</td>
</tr>
<tr>
<td>Fiber</td>
<td>25 g</td>
</tr>
<tr>
<td>Calcium</td>
<td>2%</td>
</tr>
<tr>
<td>Protein</td>
<td>1 g</td>
</tr>
<tr>
<td>Vitamin A</td>
<td>0%</td>
</tr>
<tr>
<td>Vitamin C</td>
<td>0%</td>
</tr>
<tr>
<td>Dietary Fiber</td>
<td>less than 1 g</td>
</tr>
</tbody>
</table>

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

  Provided that the food claimed to be enriched with nutrients, such as, minerals, proteins, vitamins, metals or their compounds, amino acids or enzymes shall give the quantities of such added nutrients on the label.

  Similarly information should also be on the label about % RDA provided of enriched nutrient.
Thank you