

**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:



Good Food, Good Life
Nestlé

Ingredients Cereal Grains (Whole Grain **Oat** Flour (25.2%), Whole Grain **Wheat** (25.2%), Whole Grain **Barley** Flour (15.1%), Whole Grain Corn Flour (1.8%), Whole Grain Rice Flour (1.8%), Sugar, **Wheat** Starch, Partially Inverted Brown Sugar Syrup, Fat-Reduced Cocoa Powder (2.7%), Sunflower Oil, Colour: Caramel, Salt, Tripotassium Phosphate, Flavouring, Antioxidant: Tocopherols, Vitamins and Minerals (Vitamin C, Niacin, Pantothenic Acid, Riboflavin (B2), Vitamin B6, Folic Acid, Vitamin D, Calcium Carbonate, Iron). **MAY CONTAIN NUTS**

11 SERVINGS IN THIS PACK

Nutritional Info

Typical values	Per 100g	Per 30g serving with 125ml semi-skimmed milk
Energy	1627kJ 385kcal	742kJ 176kcal
Fat	5.0g	3.6g
of which saturates	1.1g	1.5g
Carbohydrate	73g	28g
of which sugars	25g	13g
Fibre	7.8g	2.3g
Protein	8.4g	6.8g
Salt	0.94g	0.43g

Vitamins and Minerals

	Per 100g	%NRV*	Per 30g serving with 125ml semi-skimmed milk	%NRV*
Vitamin D	2.6µg	53%	0.83µg	17%
Vitamin C	41mg	51%	14mg	18%
Riboflavin (B2)	0.95mg	68%	0.52mg	37%
Niacin	11mg	69%	3.5mg	22%
Vitamin B6	0.89mg	64%	0.33mg	24%
Folic Acid	149µg	75%	49.3µg	25%
Pantothenic Acid	3.3mg	55%	1.4mg	24%
Calcium	466mg	58%	292mg	37%
Iron	11mg	81%	3.5mg	25%

* Nutrient Reference Value (NRV). A 30g serving of Nestlé Chocolatey Cheerios provides at least 15% of the NRV of nine vitamins and minerals.

Good to know

To produce 100g of this product we have used **69.1g of Whole Grain**. We guarantee every Nestlé cereal with the green banner contains at least **8g of Whole Grain** per serving. This cardboard carton is recyclable and the bag inside is recyclable where facilities exist.

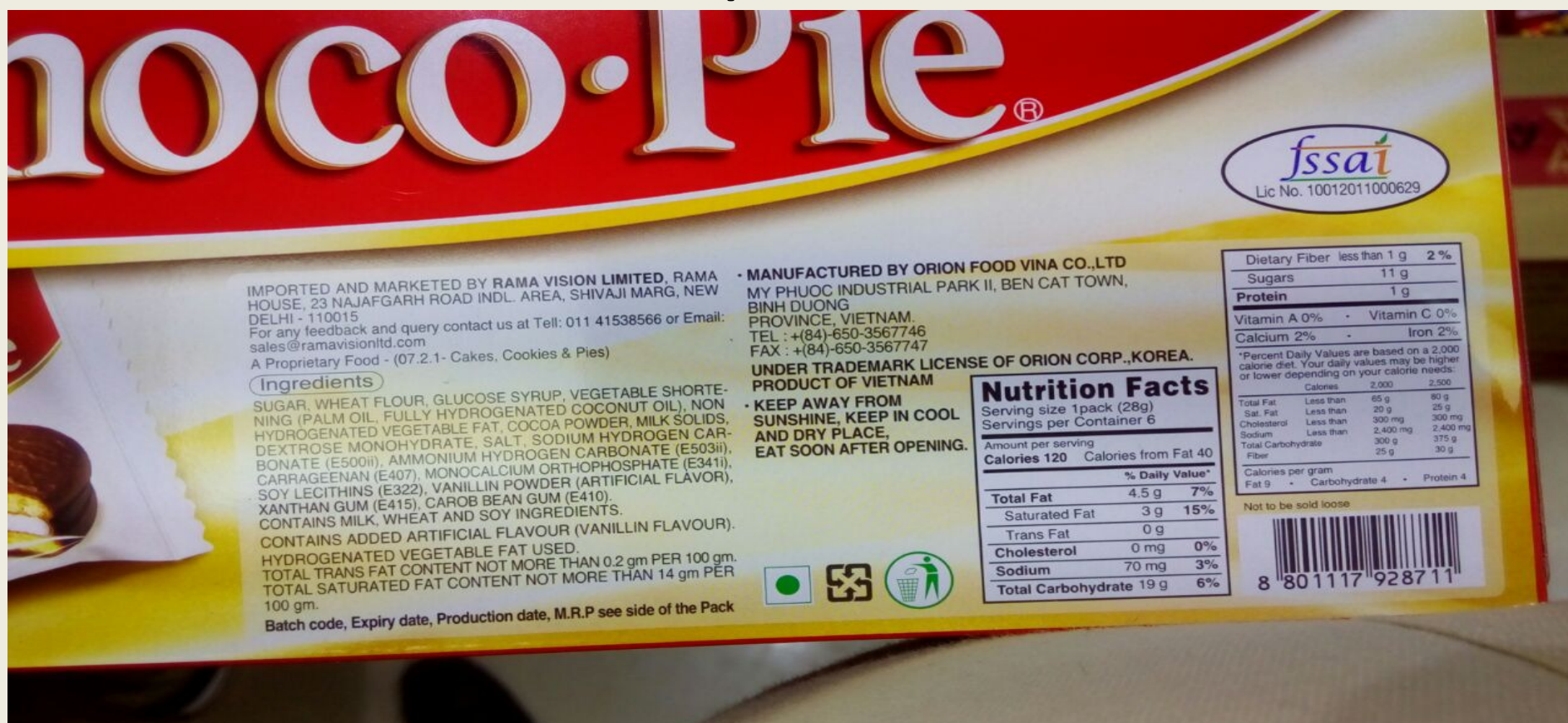
Nutritional Compass*
* Reg. Trademark of Société des Produits Nestlé S.A. It is important to have a varied and balanced diet as part of a healthy lifestyle.

Good to talk We'd love to hear your comments about Nestlé cereals, so please let us know what you think, we always appreciate hearing from you. If you are unhappy with your purchase, please return to: FREEPOST NESTLÉ UK CONSUMER SERVICES. Phone **00800 0789 0789**. Phone lines are open 9am to 5pm Monday to Friday.

@NestleCerealsUK www.nestlecereals.co.uk

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:



Me®



RAMA NEW
Email:
• MANUFACTURED BY ORION FOOD VINA CO.,LTD
MY PHUOC INDUSTRIAL PARK II, BEN CAT TOWN,
BINH DUONG PROVINCE, VIETNAM.
TEL : +(84)-650-3567746
FAX : +(84)-650-3567747

UNDER TRADEMARK LICENSE OF ORION CORP.,KOREA.
PRODUCT OF VIETNAM

• KEEP AWAY FROM SUNSHINE, KEEP IN COOL AND DRY PLACE, EAT SOON AFTER OPENING.
(E503ii), (E341i), FLAVOR),
AVOUR).

Nutrition Facts

Serving size 1pack (28g)
Servings per Container 6

Amount per serving		Calories 120		Calories from Fat 40	
		% Daily Value*			
Total Fat	4.5 g	7%			
Saturated Fat	3 g	15%			
Trans Fat	0 g				

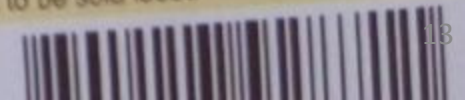
Dietary Fiber	less than 1 g	2%	
Sugars	11 g		
Protein	1 g		
Vitamin A	0%	-	Vitamin C 0%
Calcium	2%	-	Iron 2%

*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	65 g	80 g
Sat. Fat	Less than	20 g	25 g
Cholesterol	Less than	300 mg	300 mg
Sodium	Less than	2,400 mg	2,400 mg
Total Carbohydrate		300 g	375 g
Fiber		25 g	30 g

Calories per gram
Fat 9 • Carbohydrate 4 • Protein 4

Not to be sold loose



- **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