



Associate Parliamentary
Food and Health Forum
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Outline

- Context
- The merits of the GDA scheme
- Why adding traffic lights on top of GDA labels is unlikely to help further.



The facts about front of pack labelling

- ✓ The **majority** of packaged food and soft drink products sold in the major multiples now displays clear front of pack labelling.
- ✓ **All schemes** show the levels of the four key nutrients – sugars, fat, saturates and salt **per stated portion** and most show calorie levels too (even though this is not a requirement of the traffic light scheme).
- ✓ Some labels also use **colours** to denote whether a product is high medium or low per 100g or sometimes per portion.
- ✓ Others use percentage of **GDA** to denote how much a portion contributes to a daily diet
- ✓ There is **no evidence** that combining these two schemes will improve food literacy and there is some evidence that it may confuse.
- ✓ **Millions** of pounds have been invested in communicating about the schemes.
- ✓ **All schemes** comply with the January 2008 *EU Commission proposal on food information for customers* front of pack requirements (excepting the requirement to label carbohydrates).



The outcome

- ✓ The UK public has **clearer food content information** than at any time in the past.
- ✓ Tremendous progress has been made towards delivering clear on pack labelling since the 2004 White paper on “Informing choice” and **Britain leads the world** in this area.
- ✓ Evidence suggests that this improved labelling is **welcomed by shoppers of all socio-economic groups**
- ✓ The recently published DH “HWHL one year on” report states:
*“To support people in achieving an appropriate energy balance, it is vital that they have clear, accessible information about the number of **calories** they are consuming. **Universal calorie labelling** will be important in helping people manage their overall intake and thereby achieve a healthy weight.”*



3 strands of further work:

FSA

- FSA -PMP research determines which schemes help inform consumers. Peer reviewed.
- Cost benefit analysis.
- 3 mth consultation

EU Research

- EUFIC peer reviewed research to be fully published.
- EU commission FLABEL research First findings due May 09

EU Legislation

- First reading of EU proposal scheduled for Autumn 09.
- Negotiations likely to continue in 2010

Any proposed changes to the UK status quo must be considered in a European context

The merits of GDAs & GDA labels:

- GDAs are objective, science based guidelines
- Designed to help consumers make sense of complex information already on back of pack
- GDA labels are signposts which provide information on the nutrition content per portion
- Stimulate product reformulation and inform product development
- Help people see food in the context of the whole diet



Facts about GDA labels



- Displayed **consistently** on more than 20,000 product lines in the UK by almost 80 companies and are more prevalent than any other scheme.
- Majority of UK consumers are aware of them and 63%¹ claim to have used them to **inform** food and drink choice.
- Provide the **facts** about what's inside a product to help consumer make a choice.
- Are **understood** by consumers of all socio economic groups^{1,2}

Source: 'Millward Brown tracking study: April 08

²Mirror Newspaper Group Panel research Dec/Jan 07/08

The GDA icon approach has become the accepted way to show what's inside



Advert appeared in The Sunday Times 12th April 2009

Advert appeared in the Hereford Times on April 24th 2008

Quality products. Quality people.

What are you

One Graduate contains

Talent	Drive	Ambition	Fair	Stamina
100%	100%	100%	100%	100%

of the total requirement!

made of?

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Wimbledon – Attractive salaries

Here in the UK, in this challenging economic climate, we're one of UK retailing's great success stories. Unsurprisingly our quality, we expect the same of our Graduate Trainees. You should be hungry for success, eager to develop your skills and leadership qualities with an international market leader.

Educated to degree level ideally in a business related subject, you will be based at our UK Head Office in Wimbledon. Working in our Purchasing department dealing with many of our Pan-European suppliers, you will need fluent German as well as English and be an effective communicator.

In return for your drive, commitment and ability to deliver at pace, we can offer you serious opportunities for real progress in food buying, supply chain and advertising.

Please email your CV with a covering letter quoting reference E509 to: recruitment@lidl.co.uk or post to: Recruitment, LIDL UK Ltd, 79, Norfolk Road, Gander Green Heath, London SE20 9JL.

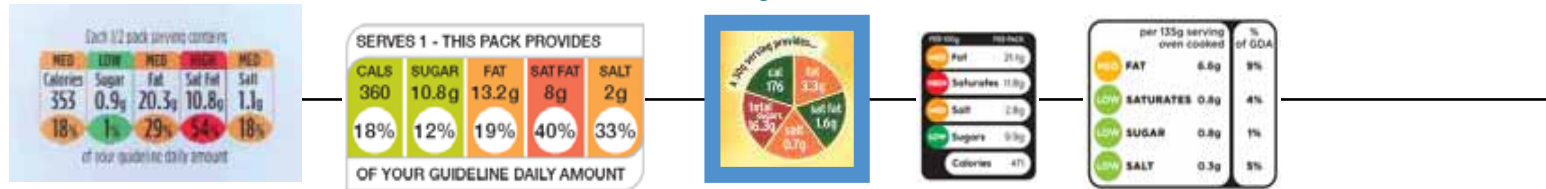
www.lidl.co.uk



3 reasons why we don't recommend combining traffic light and GDA labels

1. One scheme is based per portion (GDA) & the other on 100g (TL)– combining the two gives some ambiguous results both within and across categories.
2. Per 100g colour bands are wide masking big nutritional variations within categories.
3. GDA labelling is for use on all product categories – traffic lights are recommended only for a small number of categories and acknowledged as being unsuitable for some products.

Research shows that shoppers don't really understand what the TL System tells them...



Who?

500 adults aged 18+
Plus a booster of 75 D/Es (to have 200 in total) per dip
Minimum 70% chief shoppers
Sex, SEG and age all to national proportions

How?

Computer Aided Self-completion Interviewing (CASI) carried out by Millward Brown

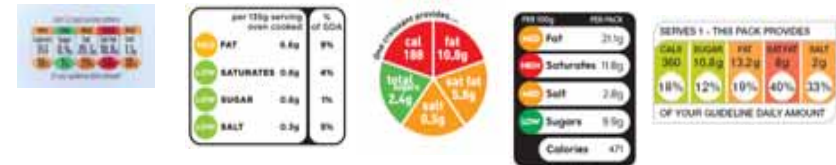
When?

Dip 1: 23rd October - 19th November 2006
Dip 2: 5th March - 1st April 2007
Dip 3: 3rd September - 1st Oct 2007
Dip 4: 17th March - 8th April 2008

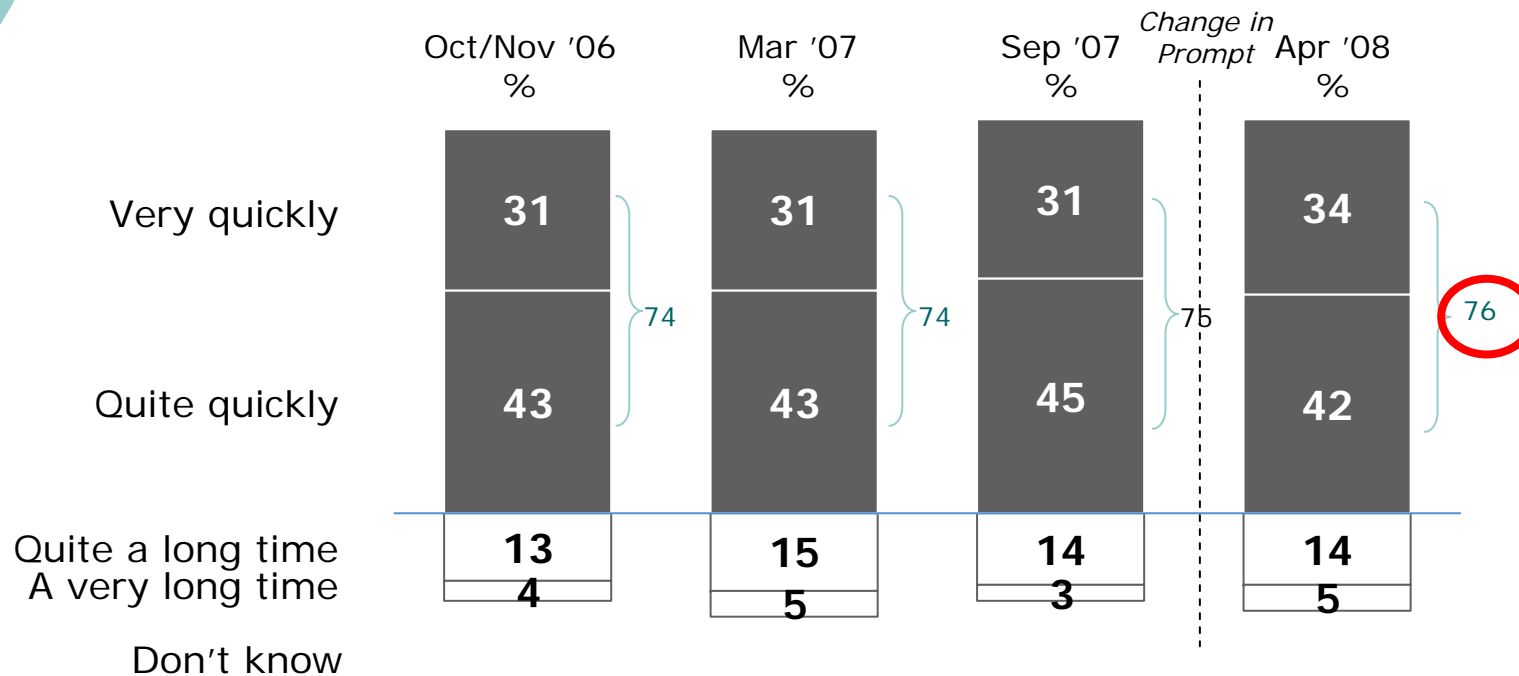
Where?

Nationally representative based on TV regions

Whilst consumers claim they can take information from the TL labels quickly...



How quickly can you get the information you need?

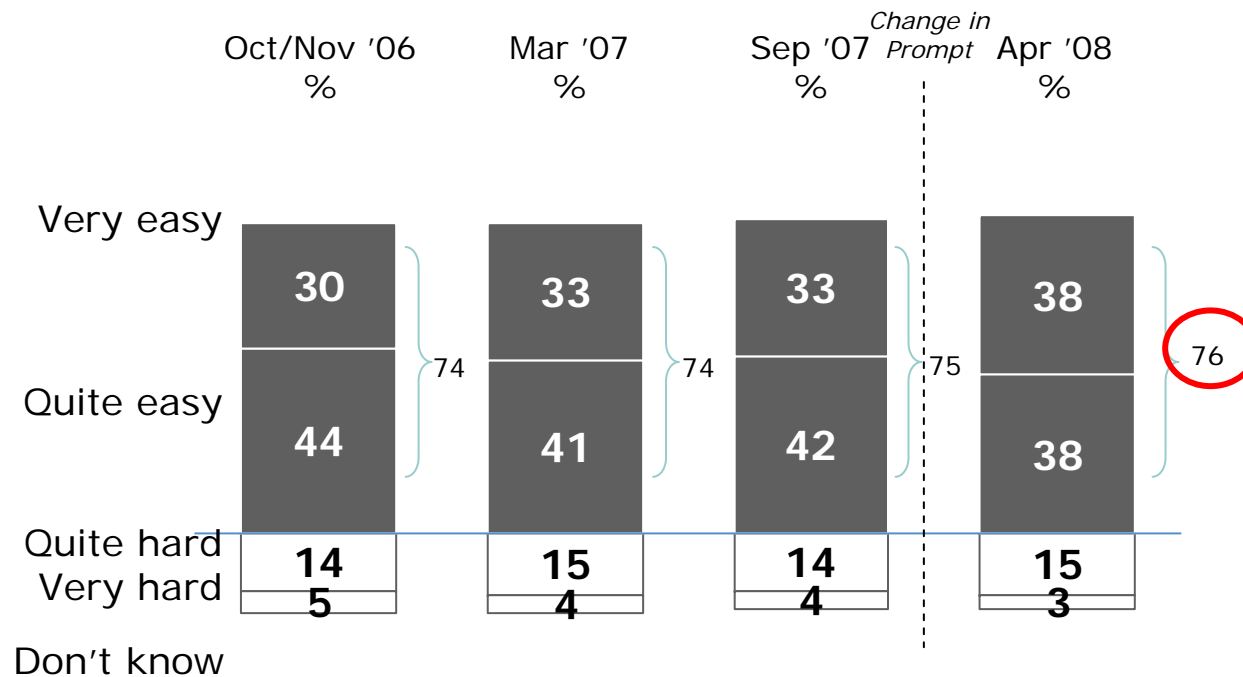


Base: Total sample - Oct/Nov '06 (500), Mar '07 (498), Sep '07 (500), Apr '08 (500)

And they also claim that TL labelling is easy to understand....



How easy is it to understand what the labelling tells you?



Base: Total sample - Oct/Nov '06 (500), Mar '07 (498), Sep '07 (500), Apr '08 (500)

The information that they actually take from it is largely incorrect:

Looking at the example of food labelling on your screen, which of the following statements applies best to what this food labelling tells you? It tells you that...



	Dip 4 %	ABC1 %	C2DE %
The product is high in salt per serving	69	77	57 ↓
The product is high in salt per pack	12	8	19 ↑
The product is high in salt per 100g	8	7	9
Don't Know	11	8	15 ↑
	(500)	(306)	(194)

LESS THAN 10% GAVE THE CORRECT ANSWER AS HIGH IN SALT PER 100g

Nb This question was not asked as part of dips 1-3, hence there is no comparative data

↓↑ Significantly different against Dip4

Base: Total sample - Apr '08 (500), ABC1 (306), C2DE (104)



Sweet treats: (real example)

Fresh cream Strawberry Scone

- Calories (218)
- Fat (11.2g)
- Saturates(6.6g)
- Salt (0.75g)
- Sugar (8.2g)

Egg Custard Tart

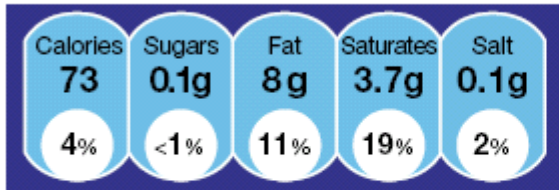
- Calories (235)
- Fat (11.1g)
- Saturates(4.7g)
- Salt (0.25g)
- Sugar(10.4g)

At first glance, the colour coding on these two cakes might lead the shopper to think that the custard tart is a healthier option, BUT....
the tart contains MORE CALORIES and roughly the same amount of FAT as the scone (but is coded amber for both, whereas the scone is red).

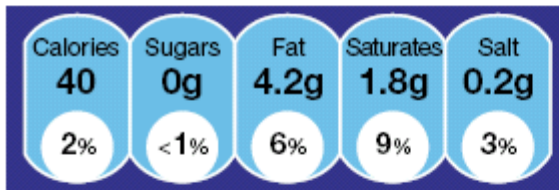
On balance the tart is not really a healthier option at all.

Glancing at the colour codes, all these 3 spreads appear to be the same...

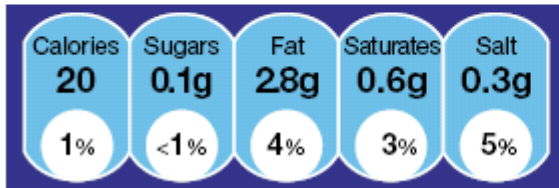
Full fat spread - 10g or one teaspoon contains 19% of your saturates' GDA



Half fat spread - 10g or one teaspoon contains 6% of your saturates' GDA



Low fat spread - 10g or one teaspoon contains 3% of your saturates' GDA



...yet their saturate content varies from **26% of GDA** to just **3% of GDA**

Note: Examples shown are taken from commercial products available in store

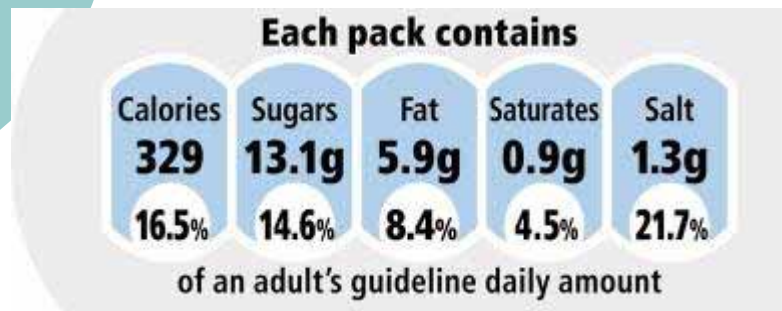


There are 3 reasons why we don't recommend this approach:

- One scheme is based per portion (GDA) & the other on 100g (TL)– combining the two gives some ambiguous results both within and across categories.
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Below is the per portion GDA information for two ready meals:

Tomato & basil chicken



Lasagne



Both meals contain similar amounts of calories, sugars and fat, but the Lasagne has a much higher content of both saturates and salt.

When overlaid with per 100g colour coding the products appear at a glance to be the same:

Tomato & basil chicken



Salt
1.3g

Saturates
0.9g

Lasagne



Salt
2g

Saturates
3.6g

The big difference in salt content and saturates is masked.



Ready meals and TLs

*Salmon tagliatelle with
petits pois*

- Fat
- Saturates 100%GDA
- Salt
- Sugar

*Pesto chicken
linguini*

- Fat
- Saturates 35% GDA
- Salt
- Sugar



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The mostly green “eat more” advice does not work across all categories:

Wine gum sweets



Hot cross buns



The GDA values show the nutritional and energy data in the context of the whole diet.

Overlaying this with colour codes based on per 100g amounts may give some shoppers the impression that they can eat as much of these foods as they like.

Eg Oven baked potato chips which as a healthier option have 4 green lights for Sugar, Fat, Saturates and Salt ... however they do contain 224 calories per 165g portion (not included on the FSA traffic light label).....

Whilst the predominantly red nature of labels for many nutritionally important products such as cheese, nuts & herrings seems to indicate that they are not a wise choice

	Calories	Sugars	Fat	Sat Fat	Salt
Cheddar	●	●	●	●	●
Roquefort	●	●	●	●	●
Cheddar	●	●	●	●	●
Herrings	●	●	●	●	●
Cashew nuts	●	●	●	●	●



Summary

- Adoption of FoP labelling in the UK is a success story
- Any further proposed changes to the status quo should take account of EU developments
- Combining TL and GDA labels can result in confusing results.
- Universal calorie labelling emerging as most important element in helping consumers achieve a healthy weight.