

Europeisk forskning & utvärdering olika sorters märkningssystem *Nutrition labelling*

Zapera och Flabel-projektet med fokus på nyckelhålet

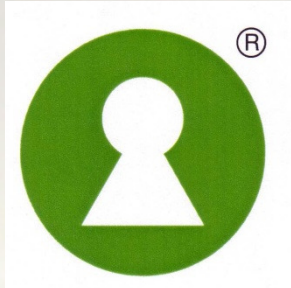
Anita Laser Reuterswärd Livsmedelsverket, Sverige
Member of Stakeholders Advisory Board of Flabel

*Nordisk nyckelhålsdag - när märkning ger effekt
13 oktober 2010, Köpenhamn*



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13 oktober 2010 A. Laser Reuterswärd, Livsmedelsverket



Presentationen

- Konsumentforskning är komplex
- Zapera-studie om nyckelhålet 2008 och 2009 i DK, NO, SE
- Jämförelse Nyckelhålet, Traffic light, GDA
- Flabelprojektet - en studie av märkningssystem i 6 länder
- Resultat för nyckelhålet Sverige i Flabel
- Future: Nordic keyhole evaluation group

Research on factors for shopping and choosing a product is very complex - some examples

Personliga faktorer

Motivation

Vem handlar till vem ?

Nutritionskunskap

Produkten

Varumärke

Smaken

Priset...

Organic

Fair trade...



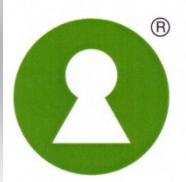
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Konsument



Forskning

Typ av logo / märkning



I affären - välja

Tillgänglighet

Perception

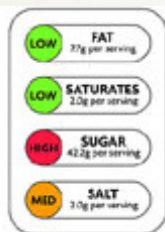
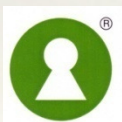
(medveten/omedveten)

Förstå text / logo

Använder informationen ?

Lägger produkten i varukorgen

Några relevanta frågor till konsumenten



Logo / symbol / märkningssystem

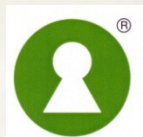
- Har du sett logon, känner du igen den ?
- Förstår du innebörden (mer eller mindre)
 - Bästa val inom produktgruppen ?
 - Vilka näringsämnen som ingår ?
- Vem avsändare: myndighet eller handel/industri...?
- trovärdighet / tillit till märkningen ?
- Jämföra med annan märkning (t.ex. GDA)
- Använder du informationen för att välja/köpa en produkt ?

Olika målgrupper

- Alla: Relaterat till utbildning, ålder, kön
- Hälsoproblem
- Sociala och etniska grupper (t.ex. olika invandrare)

Zapera har utvärderat

YouGov® What the world thinks



DK

NO

SE

2008 2009

2008 2009

2008 2009

Hört om (3)	12	35	48	70	94	94
Aldrig hört om (2)	84	64	49	28	5	6
Mindre fett (11)	23	32	37	46	68	61
Mer fiber	16	27	30	37	47	44
Miljö	7	16	18	21	18	17
<i>Avsändare (7)</i>						
Nat mynd.	10	13	5	10	13	14
Nordisk mynd.	12	10	5	10	7	6
Industrin	10	10	17	18	33	30

*Inom parentes (antalet frågor)



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Olika märkningssystem (1)

Nyckelhålet

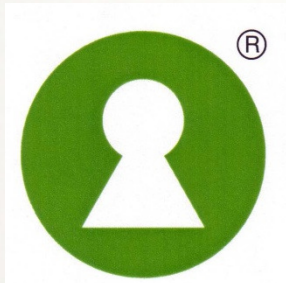
Livsmedelsverket

1989

(2005, 2009)

Nordiskt **2009**

DK, NO, SE



Traffic light

Food Standards
Agency (FDA) UK

2006



GDA*

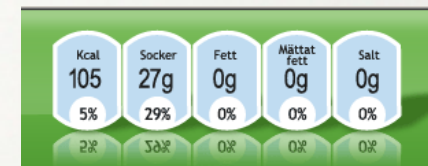
CIAA Europe

juni 2006

Livsmedels-
företagen

Sverige

aug 2007



*GDA: *Guidance Daily Amount.*
Livsmedelsindustrin



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Olika märkningssystem (2)



Myndighet

Myndighet

Industrin

Nyckelhålet

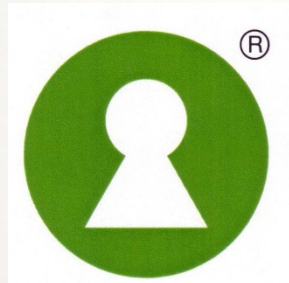
Livsmedelsverket

1989

(2005, 2009)

Nordiskt **2009**

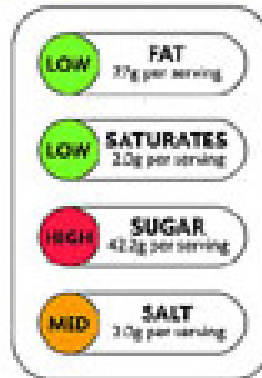
DK, NO, SE



Traffic light

Food Standards Agency (FDA) UK

2006



GDA*

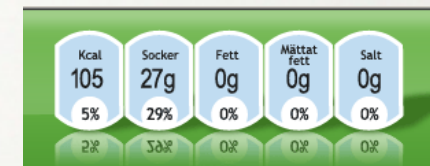
CIAA Europe

juni 2006

Livsmedels-
företagen

Sverige

aug 2007



*GDA: *Guidance Daily Amount.*
Livsmedelsindustrin



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Olika märkningssystem (3)



Directive

Semi-directive

Non-directive

Nyckelhålet

Livsmedelsverket

1989

(2005, 2009)

Nordiskt **2009**

DK, NO, SE



Traffic light

Food Standards Agency (FDA) UK

2006



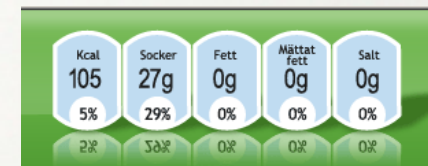
GDA*

CIAA Europe
juni 2006

Livsmedels-
företagen

Sverige

aug 2007



*GDA: *Guidance Daily Amount.*
Livsmedelsindustrin



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Symbols, signposting

Very different conditions / systems

Directive



Different maximum levels /100 g for different food groups

The keyhole Authorities DK, NO, SE
Fat, fat quality, sugars, salt, dietary fiber

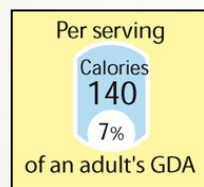
Semi-directive



The same max levels /100 g for all foods

Traffic light Food Standards Agency, UK
Fat, saturates, sugars, salt

Non-directive

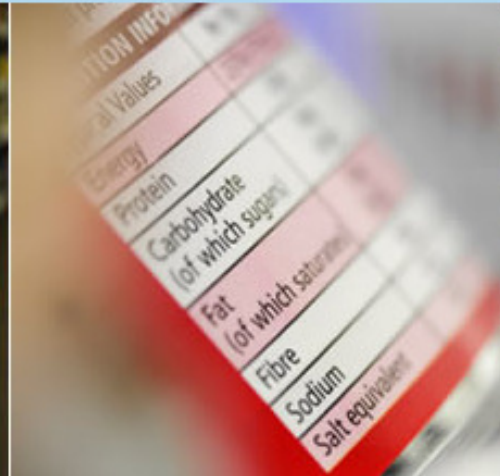


Reference levels gram or % per portion for all foods (men, women)

GDA (man, woman) European Food Industry (CIAA)
Energy, sugars, fat, saturates, salt



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FLABEL

- **F**ood **L**abelling to **A**dvance **B**etter **E**ducation for **L**ife
- EU-funded research consortium for 3 years (2008 – 2011)
- To establish the role of nutrition information when communicating to consumers via food packaging labels.
- Corporation MAPP, EUFIC, and 7 universities, ca 5 industries.



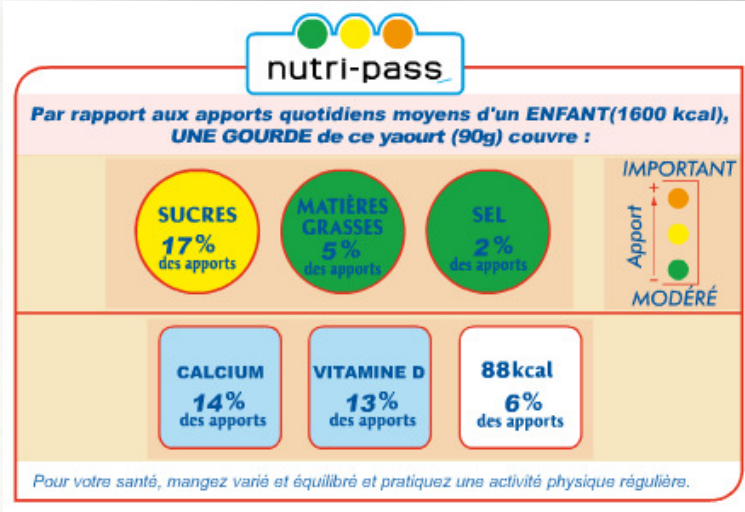
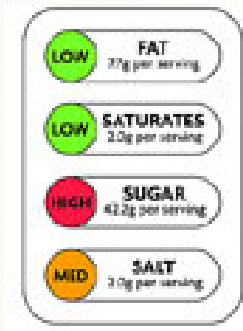
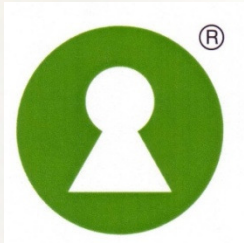


Dr Josephine Wills
Director General of **EUFIC**,
European Food Information
Council, Belgium



Professor Klaus G. Grunert
Director of **MAPP** - Centre for Research on
Customer Relations in the Food
Sector Aarhus School of Business, Denmark





Sweden

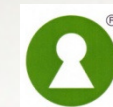
UK

All Europe

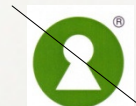
France

- **Pan-European study 2008:**
- **6 countries:** UK, France, Germany, Hungary, Poland, **Sweden**
- 11.600 shoppers observed **6 products:**

breakfast cereals yoghurts ready meals



salty snacks soft drinks confectionary



Retailers & labelling systems



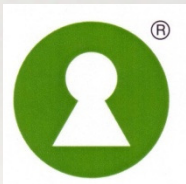
	Retailers	Labelling systems
UK	Tesco Sainsbury's Asda	GDA TL GDA/TL Hybrid
France	Intermarché Auchan	Colour coding and GDA (Nutri-pass, BOP) GDA
Germany	Lidl Real	GDA GDA (energy only FOP)
Hungary	Tesco, Interspar	GDA
Poland	Tesco, Real	GDA
Sweden	ICA, Coop, Axfood	Health logo (keyhole) + GDA

Vad tittar konsumenten på / efter?

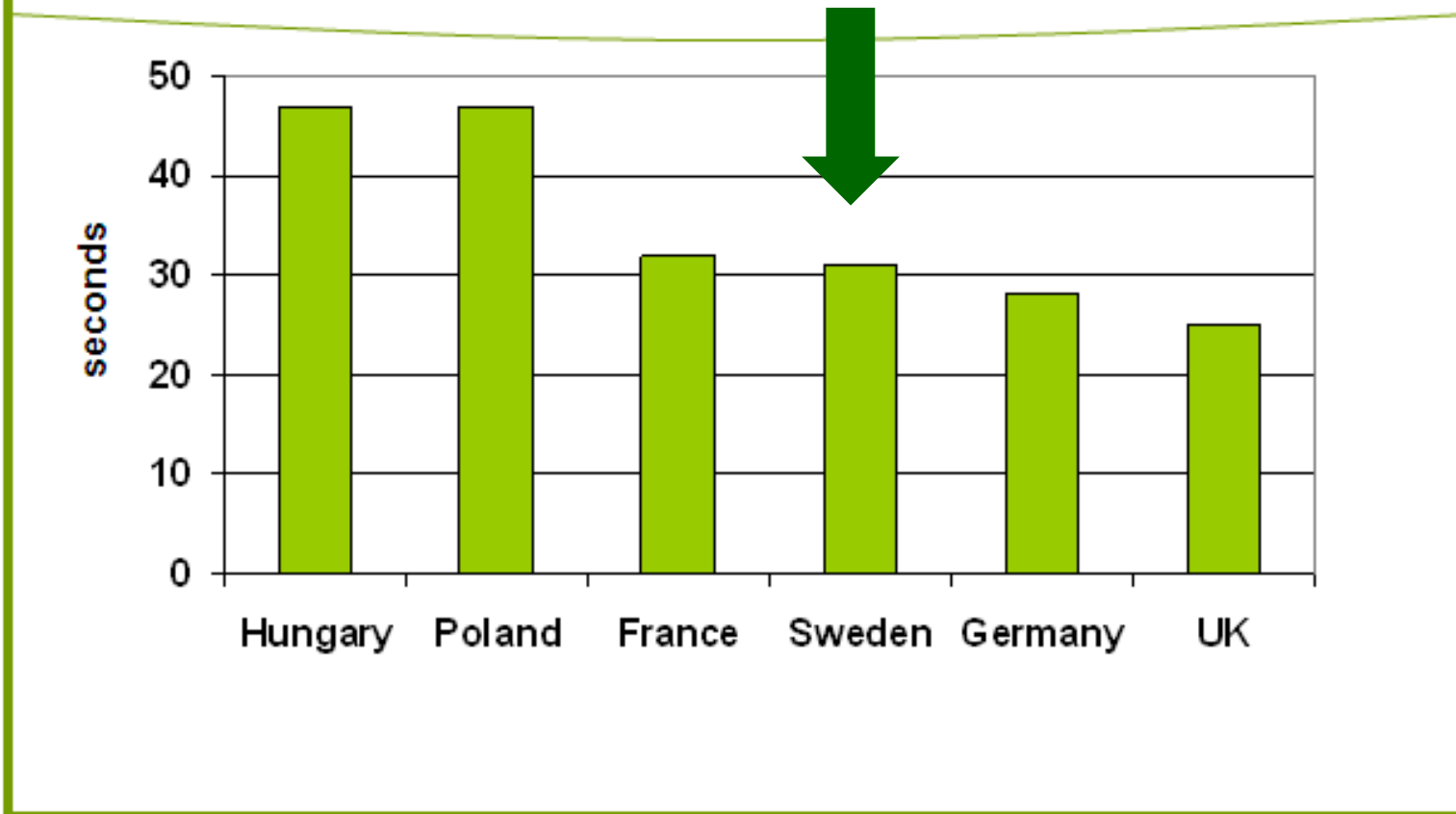


Kunskap om näringsämnen:
energi, fett, mättat fett,
socker, salt (natrium)
(fiber endast i Norden)

- Näringsvärdesdeklaration
- Ingrediensförteckning
- Identifiera hälsosamt val?
- *FOP and BOP*
Front of pack, back of pack ?
- Logos / märkningar ?
förståelse
påverkar "the choice" ?
påverkas näringsintaget?



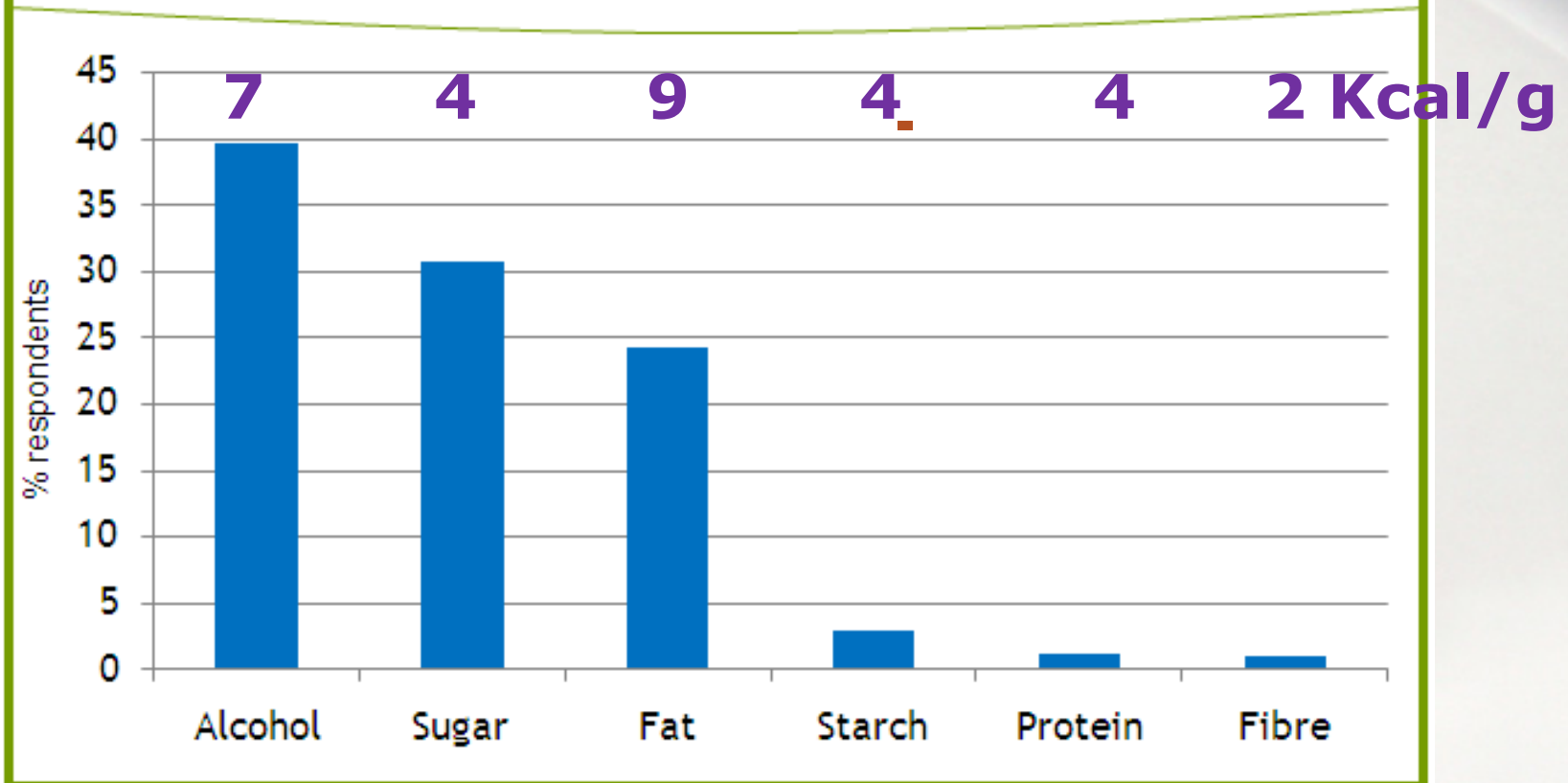
Purchasing and handling of products: Time spent



Purchasing and handling of products

- On average, two thirds of shoppers look at the front of pack before making a purchasing decision
 - highest in Sweden (up to 80%)
 - lowest for France (39%)

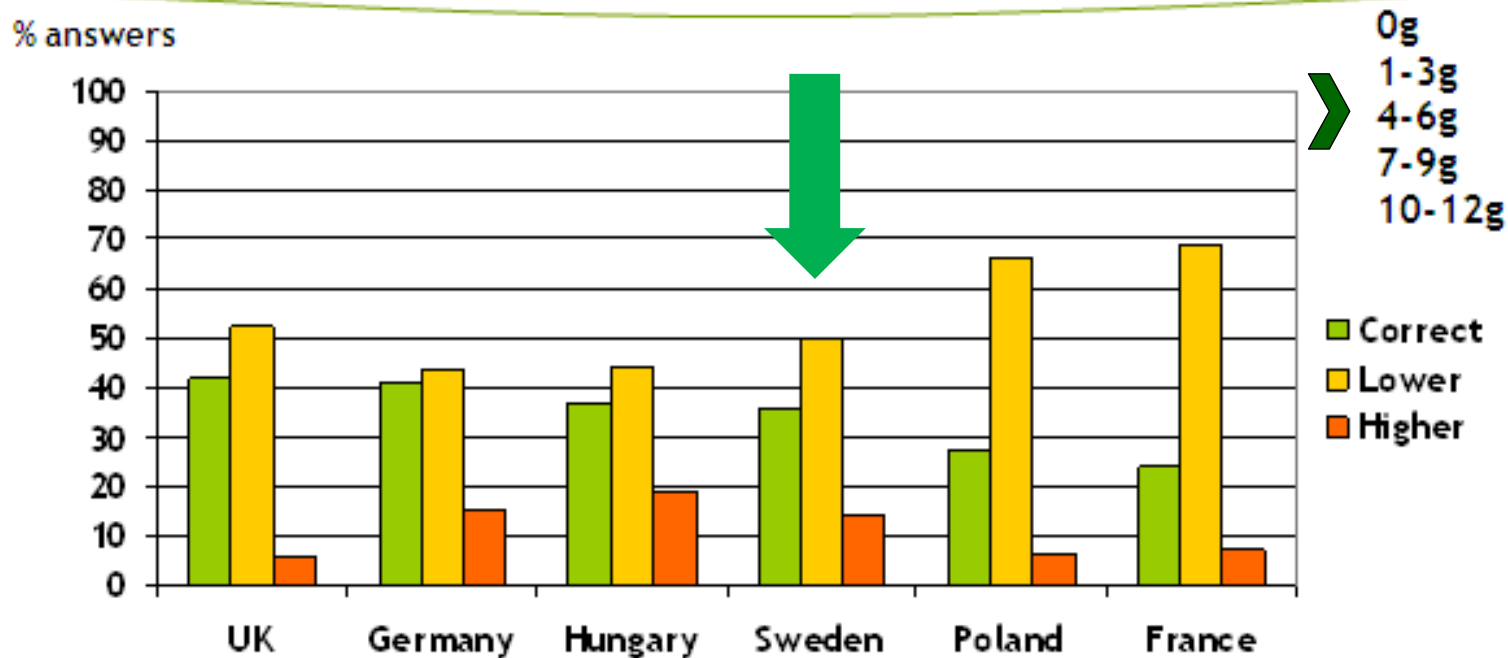
Nutritional knowledge in Sweden - most calories in....



2 Kcal/g



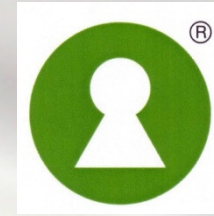
Q: What do you think is the maximum amount of salt an average adult should eat in a day?



- < 42% (UK, Germany) knew the maximum salt intake should be 4-6g
- When they got it wrong they tended to under-estimate



Swedish keyhole



Awareness (recall and recognition) of the keyhole symbol in Sweden **is over 95%**

Subjective understanding **is highest (7.3)** for the **keyhole compared with other labelling systems in the other five countries**

Compare: **Colour-coded labelling** (Nutripass and Traffic light: **France 6.9, UK 6.7**

GDA: Germany 5.3 --- Poland 7.1 (six countries)



Determinants of looking for Nutrition Information in Sweden



- Nutrition Information is more likely to be looked for when buying **breakfast cereals and yogurts** than when buying “less healthy food” and when health/nutrition is the main reason for choice
- -----
- 71% knew the symbol helps to identify healthier foods of the **same category or type** (compared with 21% that said it was across all categories)





Nutritional knowledge in Sweden: Key conclusions



- On average, nutritional knowledge is good
- Calorie use is rather under - than overestimated
- Calorie content is rather over- than underestimated for "unhealthy food/drink" and the opposite for "healthy food"
- People have reasonably good knowledge about expert recommendations, but have a tendency to exaggerate with regard to foods to be 'avoided'
- Nutritional knowledge falls with increasing age
- Nutritional knowledge is higher for respondents interested in healthy eating



Reference to this study



- **Grunert KG**, Fernandez-Celemin L, **Wills JM**, Storcksdieck SgB, Nureeva L (2010) J Public Health 18: 261-277. "Use and understanding of nutrition information on food labels in six European countries".

<http://www.eufic.org/upl/1/default/doc/GDApaperJPubHealth.pdf>

- www.EUFIC.org
- www.Flabel.org



Future



- In the Flabel project the study presented today will be the only one concerning the keyhole labelling (6 countries-study)
- Many other consumers aspects are studied in the Flabel project with focus on other labelling schemes as GDA, Traffic light and Nutripass etc.

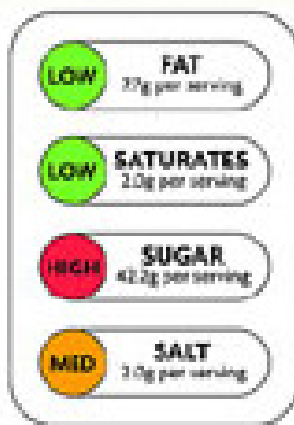
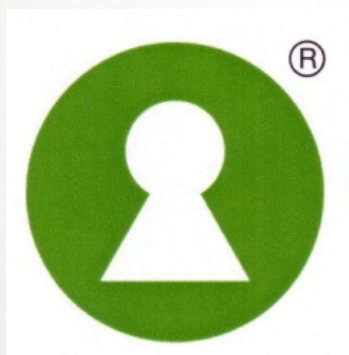
Future: evaluation of the symbol will be done within the Nordic keyhole group

Important questions:

- Do keyhole shoppers have to know *as much* nutrition as e.g. GDA and Traffic light shoppers?
- Would a symbol (the keyhole), without text and numbers and in one (or 2) colour(s) only, be easier to use for a consumer, as long as she trusts the symbol and know the *main messages* and the sender?

- **Healthier choice within a specific product group**

Sender: the Nordic Food Authorities



The Nordic keyhole evaluation group 2010

Danmark

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Fødevarestyrelsen, FødevareErhverv

Norge

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Sverige

Anita Laser Reuterswärd
National Food Administration

