



NEW ZEALAND  
**nzfa**  
FOOD SAFETY AUTHORITY  
Te Pou Oranga Kai O Aotearoa

**Nutrition Labelling –  
what do consumers  
want and what do they  
believe**

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**• Label Readers' Understanding  
and Expectations of Nutrition  
Labelling**

**Methodology**

**• Focus groups - Affinity groups  
(not age/ethnicity/socio- economic)**

**Focus Groups**

Elderly (living independently) 

Mothers of young children 

Gym users 


People with a health condition 

**Asking the Right Questions**

**• Ensure the facilitator is on the same  
page**

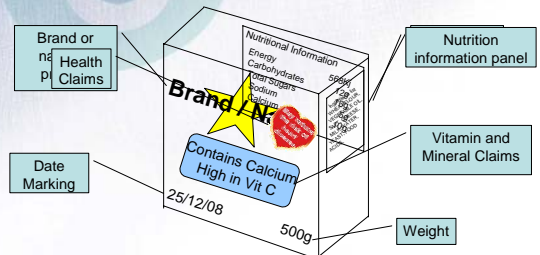
**• Refine the process**

Are we getting the information we  
need?



**Label Usage**

**• What parts of the label do people use?**



## Trust in Nutrition Labelling

- Do people believe the nutrition information on pack?

Brand name of product

Endorsements ie heart foundation tick

Nutritional Information

Energy

Carbohydrates

Low Fat

Brand Name

Ingredients

Weight

## Trust in Nutrition Labelling

- How accurate do they expect the information to be?

Nutrition information panel

NUTRITIONAL INFORMATION	
Servings per package:	3
Serving size:	150g
Amount per 150g	% Daily Value*
Energy	455 kJ
Protein	3.5g
Fat, total	4.8g
	9.6%
Carbohydrate	12.4g
	24.8%
Sugars	6.0g
	12.0%
Fibre	2.0g
	4.0%
Sodium	200 mg
	4.0%

\*Percent Daily Values are based on a diet of other people's secrets.

Ingredients: Whole milk, concentrated plain milk, sugar, strawberries (FAL), gelatine, culture, Biotin (1442).

## Where to From Here?

- How to bridge the gap between consumers expectations and regulatory reality

## Front of Pack Labelling

## Consumer Demands

- Want it...
  - Healthy
  - Fast!
  - Environmentally friendly (fresh / natural / organic)

## Consumer Demands

- Want to know...
  - The facts
  - Not too much
  - The truth!

## What Do We Have Now?

**NUTRITION INFORMATION**

Servings per package: 3  
Serving size: 130g

	Quantity per Serving	Percent Daily Value
Energy	460 kJ	100%
Protein	4.2 g	2.8%
Fat, total	7.2 g	4.8%
- saturated	4.5 g	3.0%
Cholesterol, total	18.0 g	12.0%
- high	18.0 g	12.0%
Sodium	10.0 mg	6.7%
Calcium	200 mg (50%)	200%

\*Percent Daily Values are based on a diet of other people's secrets.

**Ingredients:** Whole milk, concentrated skim milk, sugar, emulsifiers (E401, gelatin, calcium hydroxide (E453).



**Ingredients**

Pork (80%), Bramley Apple Pieces (8%), Dried Diced Apple (4%), Breadcrumbs (Wheat Flour, Water, Yeast, Salt), Egg Powder (Free Range), Water, Antioxidant (ascorbic acid), Brown Sugar, Preservative (Sodium metabisulphite), Sage, Salt, Spices (Black Pepper, Cinnamon, Cloves, Nutmeg, White Pepper).

**Allergy Advice:** Contains Egg, Gluten, Sulphites, Wheat.

May reduce the risk of heart disease



Calcium-rich foods, such as yogurt, may reduce the risk of osteoporosis




## Where Are We Now?

- FOP aims to make sense of nutrition information in a simple, fast / at a glance way

## Why FOP Labelling?

- Political response to obesity
- Varying responses internationally
- Limited & variable research



## FOP Systems in Use














## FOP Internationally

- No government mandated schemes
- Government backed but voluntary in UK

## Consumers Want Information!

- Give us **all** the information and let us decide!


### Too Much Information!!

- Oooh maybe not that much!



### Don't Be Ambiguous!

- Say exactly what you mean and make sure it means the same to us!



- It needs to be simple enough for us to understand!

### Oooh.... Not That Simple!

- Don't talk down to us – we are not dumb!
- Give us all the information and let us decide!!!!



### Conflicting Advice



### Next Steps

- Decisions on FOPL go to Ministers at the end of October
- Watch this space!!!