NEW ZEALAND FOOD SAFETY AUTHORITY
Te Pou Oranga Kai O Aotearoa

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

Jenny Reid

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

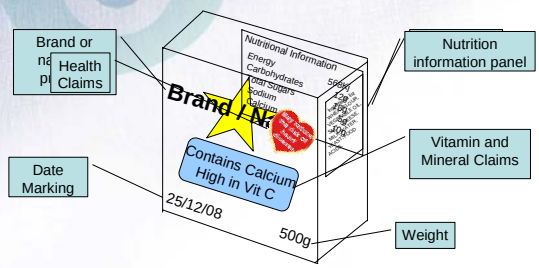
Asking the Right Questions

- Ensure the facilitator is on the same page
- Refine the process

  Are we getting the information we need?

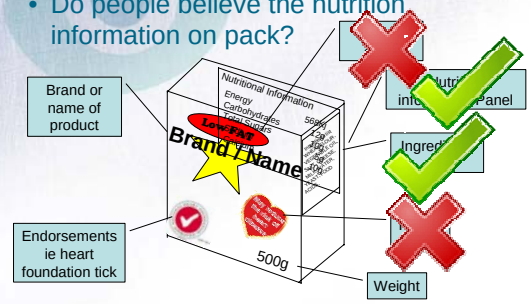
Label Usage

- What parts of the label do people use?



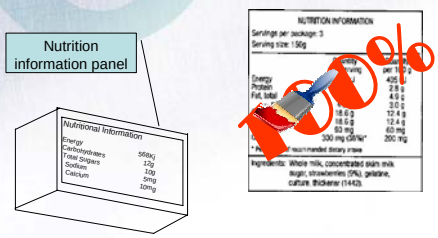
Trust in Nutrition Labelling

- Do people believe the nutrition information on pack?



Trust in Nutrition Labelling

- How accurate do they expect the information to be?



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?

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!

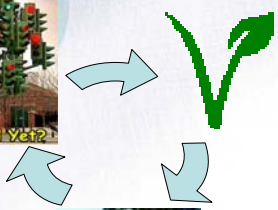
- Say exactly what you mean and make sure it means the same to us!

- 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!!!