

4-5
December
2017

Budapest

SUSTAINABLE FOOD SYSTEMS FOR HEALTHY DIETS IN EUROPE AND CENTRAL ASIA

Dr Michel Chauliac
Direction générale de la santé
Ministère des solidarités et de la santé, France

NUTRI SCORE : NUTRITION LABELLING SCHEME

UN HIGH LEVEL DEBATE ON
ACTION ON NUTRITION
2016-2025



World Food Programme
Prevention of Malnutrition



World Health Organization
Nutrition



ECOSOC



United Nations
Development Programme

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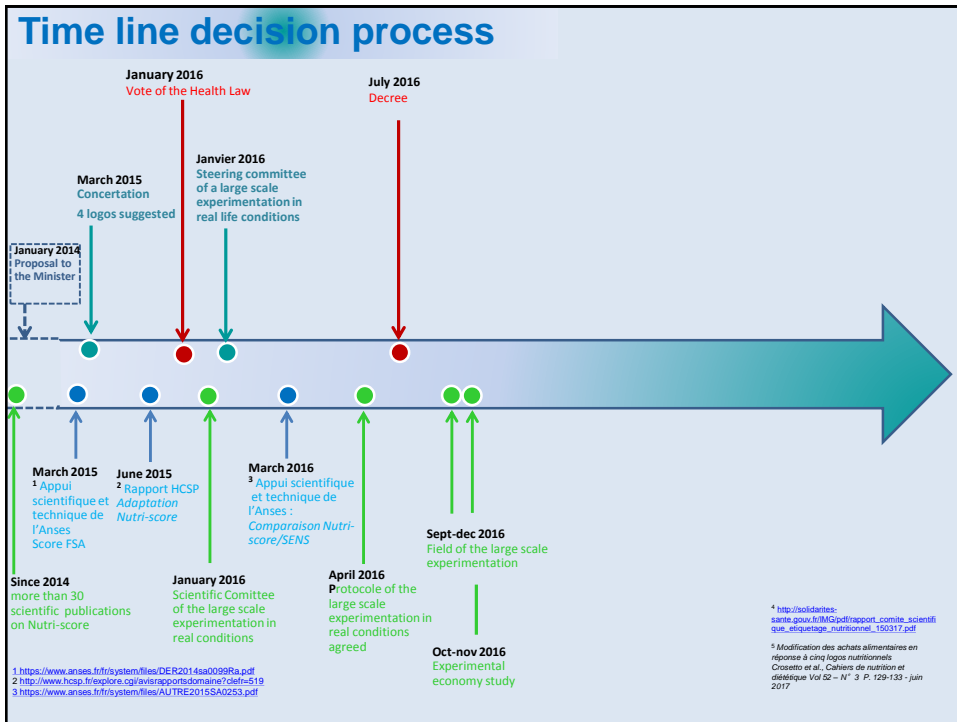
A simple and readable graphic system

A triple objective

- Inform the consumer at the time of purchase to include the nutrition dimension in the selection criteria (in addition to price, practicality, taste, notoriety, label ...)
- Encourage producers to improve the nutritional quality of products
- Facilitate professional nutrition advice

For the consumer a triple purpose:

- Situate the nutritional quality of foods belonging to different categories (ex : biscuits/dairy products/beverages....)
- Compare the nutritional quality of foods belonging to the same category (ex : breakfast cereals)
- Compare the nutritional quality of the same food offered by different brands (ex : filled cereals)



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Comparative studies

NUTRISCORE

SENS

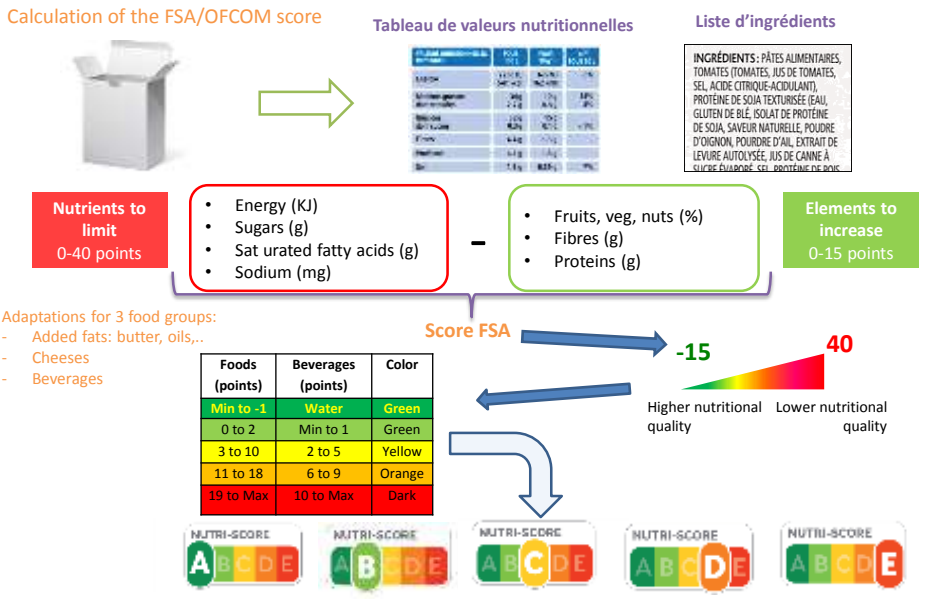
NUTRI-REPÈRES

MTL='Nutri-Couleurs

- Alternatives proposed during the concertation process
- Graphical formats compared
 - Nutriscore; SENS; MTL; Modified Reference Intakes; no label
- **Modification of purchasing behavior**
 - Overall nutritional quality of the items in the shopping cart (FSA score)
- **Spontaneous understanding**
- Types of studies
 - Large scale experimentation
 - Experimental economy

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Classification with Nutri score from the mandatory nutritional declaration



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Large scale experimentation

- 60 supermarkets
 - 10 for each label
 - 20 controls
- 4 regions
- 10 weeks
- Intervention
 - Limited to 4 shelves : 1300 products
 - Fresh ready to eat products
 - Bread
 - Industrial Pastries
 - Canned prepared meals
 - Voluntary
 - Between 63% et 86% of labeled products
- Data collected: cash receipts
- Interviews for spontaneous understanding

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World Health Organization | World Bank | UNICEF | World Food Programme

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Large scale experimentation main results

- Improvement of the shopping cart



- 0,267 (+ 4,5% FSA Score)

Proxy of less affluent consumers

- 0,312



-0,233 (+ 3,9% FSA Score)

- 0,229



-0,198 (+ 3,3 % FSA Score)

- 0,051

- Sub-group analysis

- Nutri-Score: No deterioration of the nutritional quality of the shopping cart in any subgroup
- Nutri-Score : **Higher impact in subjects buying less expensive products**

- Spontaneous understanding

- Nutri score 92% ;
- MTL 29%

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Experimental economy

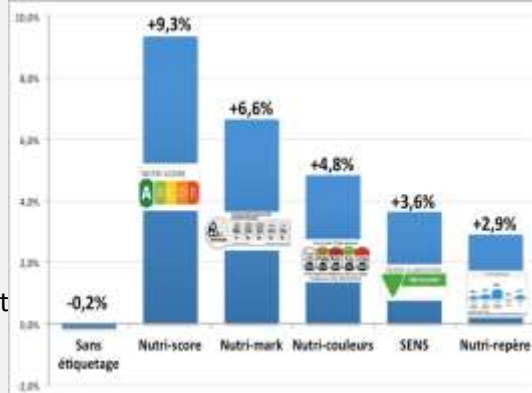
Test in experimental economy

- 5 labels tested (+HSR=NutriMark)
- Constitution of a shopping cart before an after exposure to a label

Results

- The Nutri-Score is associated with the highest improvement
- In particular for disadvantaged groups

Improvement of the FSA score (after/before a label)



Crosetto et al., 2017

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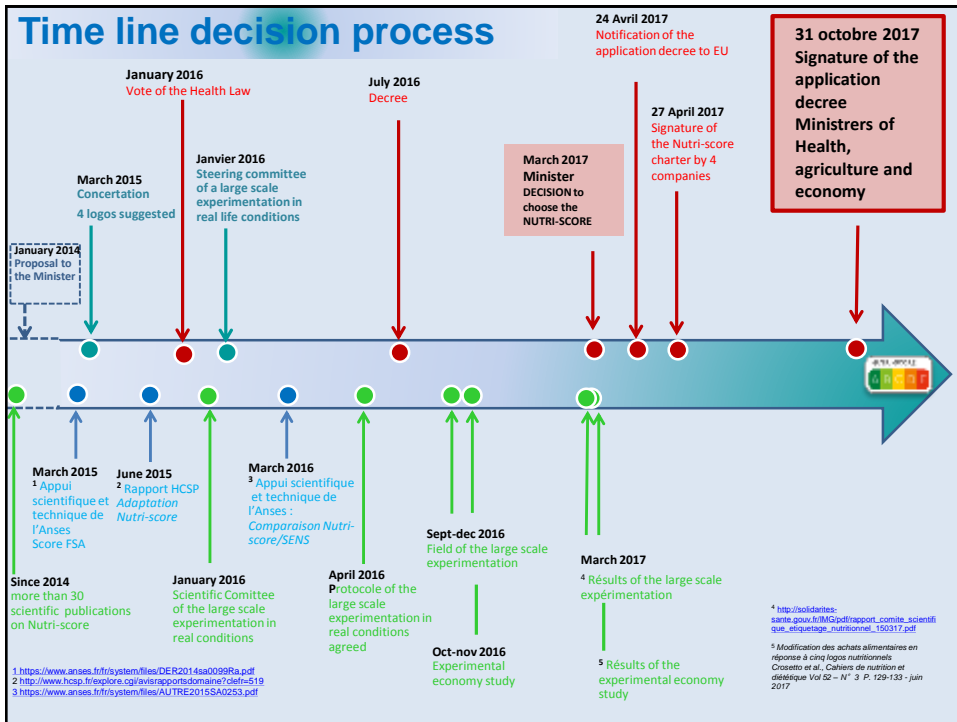
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% of Products in the different categories of the Nutri score according to the food group (French market)

	A	B	C	D	E
Breakfast cereals n= 426	6	2	47	44	1
Fresh ready to eat products n= 1195	25	27	30	17	1
Canned prepared meals n= 423	50	36	12	3	0
Bread and industrial pastries n=408	16	14	41	27	2
Fresh dairy products n= 1529	19	26	46	9	1

Half pack provides:

Energy	MED	MED	LOW	HIGH
89kcal	Fats 4.7g	Saturates 1.1g	Sugars 0.1g	Salt 1.13g
4.5%	7%	6%	<1%	19%

Of your reference intakes



This pack provides:

Energy	MED	HIGH	LOW	HIGH
552kcal	Fats 20.8g	Saturates 9.2g	Sugars 7.2g	Salt 3.30g
28%	30%	46%	8%	55%

Of your Reference intake



This pack provides:

Energy	MED	HIGH	LOW	HIGH
552kcal	Fats 20.8g	Saturates 9.2g	Sugars 7.2g	Salt 3.30g
28%	30%	46%	8%	55%

Of your Reference intake



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Diversity of cooked dishes



Nutri-Score A B C D E

Nutri-Score A B C D E

Nutri-Score A B C D E

Nutri-Score A B C D E

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Examples on Breakfast cereals



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Exemple d'application du NutriScore



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Current situation

- Operational Decree signed by Ministers of Health, agriculture and economy the 31st of October
- 3 main producers and 3 main retailers engaged (Fleury Michon, McCain, Danone, Auchan, Leclerc, Intermarché), many demands
- First packages with Nutri-Score in stores in September 2017
- **A strong demand from consumers to have only one system : Nutri score**
- Nestle; Coca Cola, Pepsi Cola, Mars, Mondelez, Unilever to introduce the MTL per portion?
- Towards a European harmonisation scientifically based ?



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LEAP-Asia
An equity-driven



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WHO Europe

France's recent decision to recommend the Nutri-Score system is an important step forward for nutrition in the WHO European Region

France has largely based its decision on the available evidence on this subject, an approach that deserves to be welcomed

WHO/ Europe congratulates France for this initiative which values consumer-friendly labeling systems

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