

Dr Jospeh I Lewis, Chairman, Regulatory Affairs Committee, PFNDAI gave a talk on the Introduction: Purpose of Food Labelling Does Regulation Accomplish It? In his talk he explained the audience that A food label is a three-way conversation between a food product, the diet and the consumer. And this conversation happens at two occasions: purchase and at consumption. Labels are intended to empower consumers to make informed choices. Currently, with the overload of information, much of which is too complex, understanding a label is not easy. An edible oil pack has 12-14 nutrient amounts declared, four of which are zero. Is it necessary to inform them that all oils do not contain carbohydrates, protein, sodium (salt): every time they buy the same product? Every packaged product mention amounts of fat, saturated fat, sugar and salt per 100g or ml. This is information at purchase. The next stage is information at consumption. Consuming food is by volume – not weight – conveyed by household measures (cup, tablespoon, bowl, etc). All foods including home preparations and packaged foods contribute nutrient amounts to the daily diet. A consumer now needs to make two calculations: convert nutrient amounts given in weight (on label) to volume (household measure) as eaten: and then check the percent contribution of each eating occasion/serving with the total nutrient intake (fat, salt, sugar) in the diet. If this sounds complicated, then labels are not effectively communicating with consumers?

Effectively communicating with proper labelling and making claims confidently

Protein Foods & Nutrition Development Association of India

Webinar: 25th August 2023

Dr. Joseph I Lewis
Chairman: Regulatory Affairs Committee



Do labels reach this understanding



message given

and

received



1. Informed choice : intended to empower consumers

- Purchase and consumption
 - Not blindly made ... with understanding
- Freedom to choose ... not imposed ... autonomy



Gap between message given

.... and received



2. Labelled Information : how effective is the message

- Purchase and consumption
- Too many numerals ... “zero” included
- product nutrient amounts placed in dietary context

Too much ... overload

Nutritional Information (Approximate composition per 100g)	
Energy (Kcal)	900
Carbohydrate (g)	0
Protein (g)	0
Of which sugar	0
Cholesterol (mg)	0
Fat (g)	100
Saturated Fatty Acids, Max.	17
Mono unsaturated Fatty Acids, Min.	14
Poly unsaturated Fatty Acids, Min.	49
Trans Fatty Acids, Max.	2
Added Vitamin A@ 2500 IU# / 750 mcg**	
Added Vitamin D@ 450 IU# / 11.25 mcg**	

Too much ... complexity

NUTRITIONAL INFORMATION (APPROX. VALUES)	PER 100 g	PER SERVE (60 g)	% RDA PER SERVE
ENERGY (kcal)	338	203	10
PROTEIN (g)	10.0	6.0	-
CARBOHYDRATE (g)	76.2	45.7	-
- TOTAL SUGARS (g)	3.5	2.1	-
- ADDED SUGARS (g)	0.0	0.0	0.0
- DIETARY FIBRE (g)	10.4	6.2	-
TOTAL FAT (g)	1.5	0.9	1.3
- SATURATED FAT (g)	0.3	0.2	0.9
- TRANS FAT (OTHER THAN NATURALLY OCCURRING TRANS FAT) (g)	0.0	0.0	0.0
- CHOLESTEROL (mg)	0.0	0.0	-
SODIUM (mg)	2.1	1.3	0.07

APPROX. NO. OF SERVES PER PACK: 91.7



Gap between message given

.... and received



3. Labelled Information : can it withstand media posts

- Trustworthy: legislated and oversight
 - ...misbranding, mislabeling.. product
- Social media
 - Disinformation, misinformation
 - Platform characteristics ... free, fast spreading, instant feedback
 - Free to engage ... do we?



Do labels reach this understanding