

Reference quantities (portions) for GDA labelling: constraints for Caobisco products

Sylvie Chartron

Human Health and Nutrition European Manager

MARS Europe and CIS

CAOBISCO nutrition committee chair

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What does the consumer expect ?

- ✓ The right to chose
- ✓ The right to indulge
- ✓ The right to be informed
 - ingredients,
 - information on allergens,
 - **nutritional information**
 - scientifically based claims
 - best before date
 - etc

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The right to chose

- Caobisco products offer a huge diversity of products in the 3 segments
 - Chocolate products
 - Biscuits
 - Confectionery
- Choice of
 - composition (from 1 ingredient to x)
 - portion size (from < 2g to 100g or more)
 - occasions to be eaten
 - eating patterns in 27 member States



The right to indulge

- Caobisco products are, per essence, indulgent products (but mostly eaten at breakfast or afternoon break)
- They are made with different raw materials that provide complex and simple CHO, proteins, fat, vitamins, minerals and other micronutrients, they are not empty calories products!
- Consumed in moderation in Europe
 - chocolate: 16 to 25g/day for children and 4 to 13g for adults
 - or biscuit 14 to 23g and 10 to 15g respectively,
 - or sweet 2,5 to 13g and 1 to 3 g respectively
- They can contribute to a balanced diet in a healthy lifestyle

The right to be informed

- Easy to understand , objective and relevant nutritional information to make your own choice
- GDA 's give useful figures on the contribution of a product eaten versus the average daily amounts in nutrients and energy for an active woman
- GDA 's allow a quick comparison between products as presented
- When purchasing a snack, consumers are mainly interested in its caloric content

Which reference size for the GDA's?

- Provided that transparent information is given by the manufacturer, his creativity and innovation capacity should not be restricted by fixing standard portions which are not able to meet individual consumer needs.
- « Portion » based information does not equal a recommended intake. It only serves nutrition labelling purposes
- Reference values will allow a direct comparison between products available on a shelf
- A system without standard could lead to a competitive disadvantage for the big portion producers and would mean an incentive for product reformulation and/or size reduction

Current practices

- End 2009, most Caobisco products (100% eg Cadbury, Nestlé, Kraft, Mars and a some Ferrero products as Kinder and Nutella) will have GDA's, with their own references
- Examples of labelling (FOP and BOP)

Pro Riegel
Par Barre
Per Bar

kcal
246
12%*

This is the total amount of calories in one serving of the product

Each portion contains

Calories	Sugars	Fat	Saturates	Salt
139	6.0g	3.6g	1.0g	0.2g
7%	7%	5%	5%	3%

of an adult's guideline daily amount

This is the total percentage of one adult's daily guideline amount for energy

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CAOBISCO Position

- 100g is not the right reference for its products
- References quantities vary from
 - one product category to another
 - chocolate: 1 square, 1 bar, a coffee spoon...
 - biscuit: 1 dry biscuit, 1 slice of cake ..
 - Sweets: 1 sweet, 1 pack
 - one type of packaging to another
 - individual wrapper
 - different units or breakable ones in the same wrapper
 - bulk

CAOBISCO Position

GDAs should be:

- By reference quantities (or portion) per individually defined category
- A few can be standardized (1 chocolate square, 1 spoon of chocolate powder..but most have to be defined by manufacturers taking into account size, composition, occasion to eat...)
- Such system puts our products within an overall diet framework