



## CIAA Nutrition Labelling Scheme

27 May 2008, CAOBISCO Conference, Brussels

Sabine Nafziger,  
Director, Consumer Information, Diet & Health, CIAA



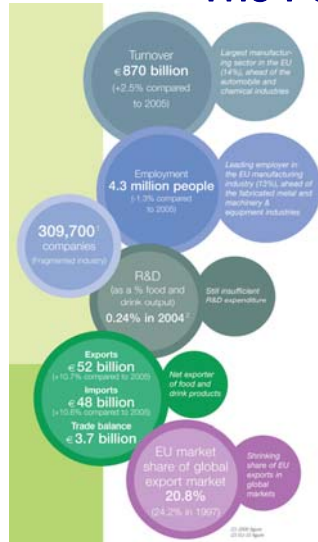
## This Presentation

- About CIAA
- Content of the CIAA Scheme
- Update on its implementation
- Conclusion





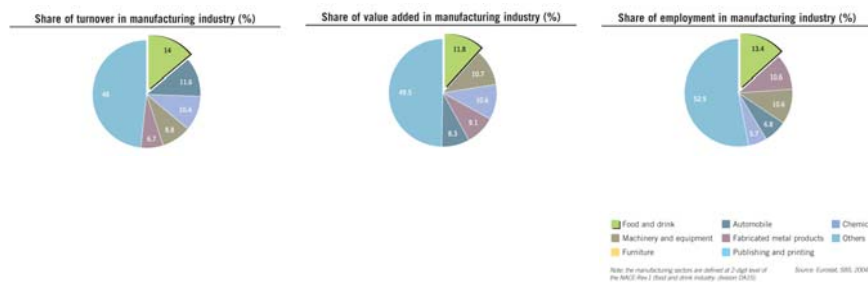
## The F&D Industry in Europe



- Leading EU manufacturing industry
- Purchases and transforms 70% of agricultural raw material
- A diverse sector: 99% of food companies have less than 250 employees, they contribute 50% of the overall turnover



## Food and Drink Industry in the Manufacturing Industry



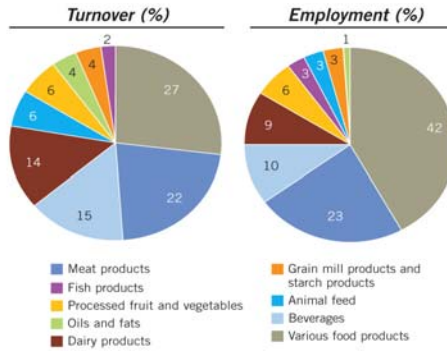
Number one manufacturing sector in terms of turnover, workforce and value added





## A Diversified Industry

Distribution of turnover and employment in sub-sectors



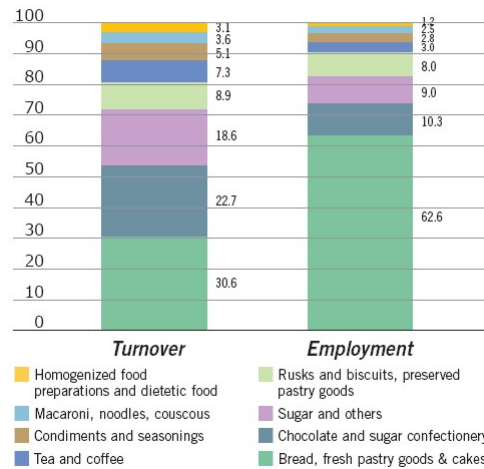
Source: Eurostat, SBS, 2004 data

Four main sectors: various food products, beverages, processed meat and dairy products.



## Chocolate/Biscuits/Confectionery Products

Breakdown of the composition of the "various food products" category (% in terms of turnover and of employment)





## CIAA Mission

- Help **pro-actively** develop an environment in which all European F&D companies can **compete** for **sustainable growth**, meeting the needs of **consumers** and playing their part in delivering the targets set by the **Lisbon declaration**
- CIAA represents the whole F&D industry, supporting its **richness and variety**



## How Does CIAA Achieve This?

- Maintains close contacts with the various EU Institutions (Commission, Council and Parliament) and EU media
- Establishes key positions on issues, mostly pertaining to F&D developments
- Is actively involved in various platforms and fora
- Aims to forge close and fruitful links between all those in the food chain





## This Presentation

- About CIAA
- Content of the CIAA Scheme
- Update on its implementation
- Conclusion



## What We Set Out to Achieve

- **VISION:**
  - Introduce VOLUNTARY measures to improve the nutritional INFORMATION to consumers in the EU 27
- **GOAL:**
  - Provide consumers with CONSISTENT, FOP Science based labels on the energy content of foods to empower them to make better informed choices.
- **KEY SUCCESS FACTORS:**
  - Consistency
  - Critical Mass
  - Consumer Connection



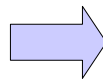


## CIAA Scheme: Underlying Principles

- Achieve nutrition labelling that is
  - In line with current Nutrition Labelling Directive,
  - Applied on a voluntary, self-regulatory basis,
  - Based on consistent industry-wide approach, recognising that it may not be relevant or feasible for all products,
  - Science-based, non-discriminatory,
  - Clear, meaningful and understandable, enabling informed choices by consumers,
  - In line with EU requirements for legibility,
  - Supported by nutrition labelling education efforts.
- Will be monitored against agreed KPIs; monitoring scheme to be developed in subsequent phase



**CIAA NUTRITION LABELLING SCHEME**



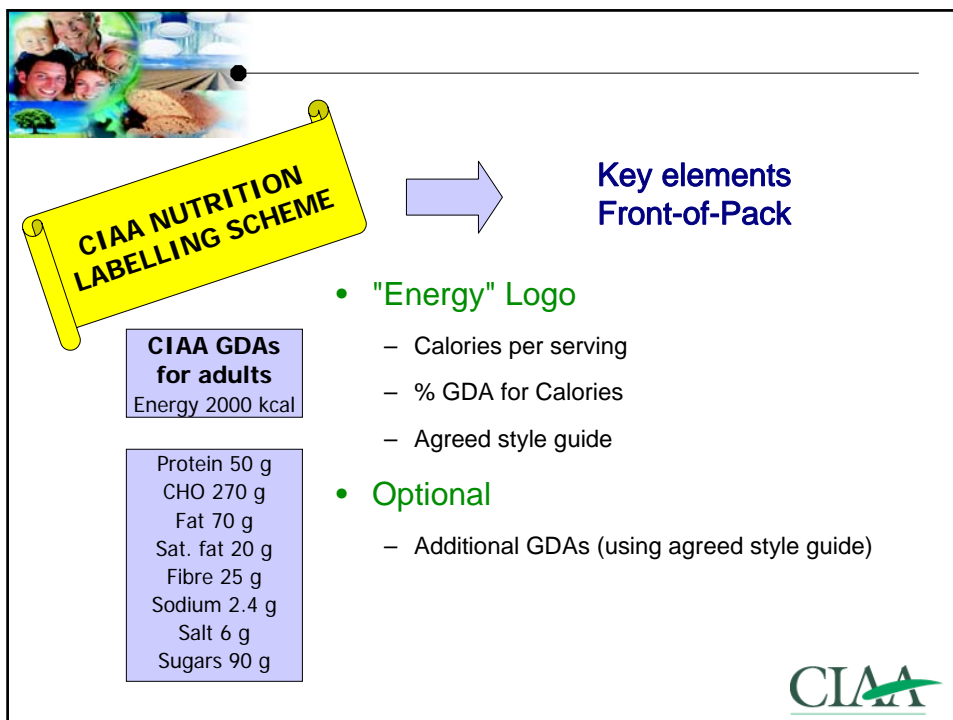
**Key elements  
Back-of-Pack**

### **CIAA GDAs for adults**

Energy 2000 kcal  
Protein 50 g  
CHO 270 g  
Fat 70 g  
Sat. fat 20 g  
Fibre 25 g  
Sodium 2.4 g  
Salt 6 g  
Sugars 90 g

- "Big 8" list of nutrients
  - Energy, protein, CHO, sugars, fat, saturated fat, fibre, sodium/salt
- "Per serving" / "per portion", in addition to required 100g/ml
- CIAA Guideline Daily Amounts ( GDAs) for public health sensitive nutrients
  - Energy, sugars, fat, saturated fat, sodium/salt





The diagram illustrates the CIAA Nutrition Labelling Scheme. It features a yellow banner with the text "CIAA NUTRITION LABELLING SCHEME" and a blue arrow pointing to the "Key elements Front-of-Pack". Below the banner, two boxes list the GDA values for adults: Energy (2000 kcal) and a list of nutrients including Protein, CHO, Fat, Sat. fat, Fibre, Sodium, Salt, and Sugars. To the right, a list of key elements includes the "Energy" Logo and Optional elements, each with sub-points detailing requirements like calories per serving, % GDA for calories, and style guides.

**CIAA NUTRITION LABELLING SCHEME**

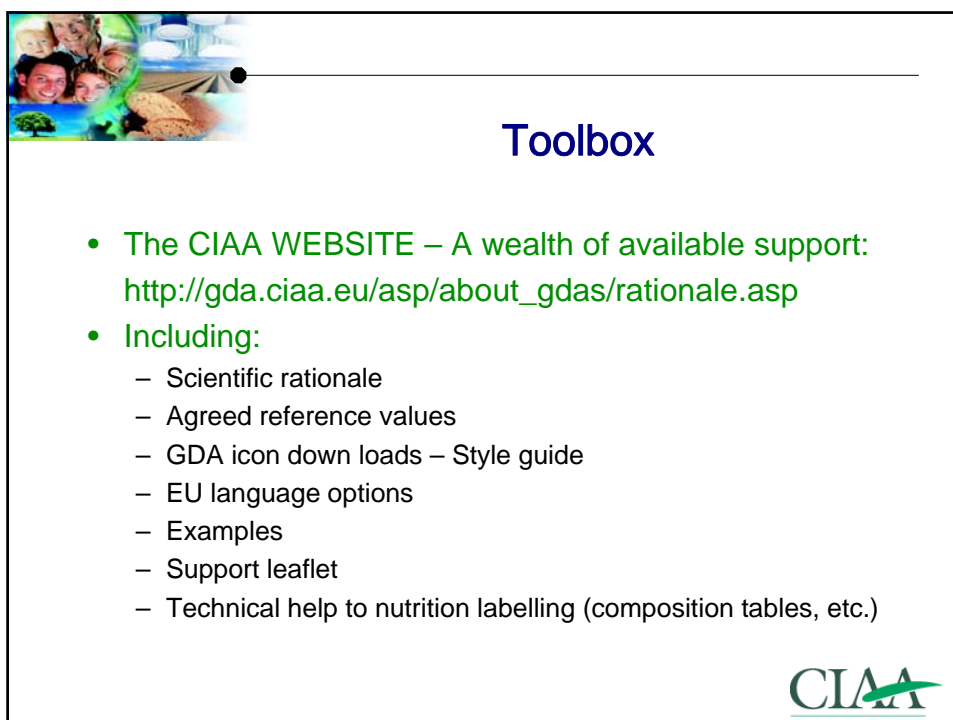
**Key elements Front-of-Pack**

- "Energy" Logo
  - Calories per serving
  - % GDA for Calories
  - Agreed style guide
- Optional
  - Additional GDAs (using agreed style guide)

**CIAA GDAs for adults**  
Energy 2000 kcal

Protein 50 g  
CHO 270 g  
Fat 70 g  
Sat. fat 20 g  
Fibre 25 g  
Sodium 2.4 g  
Salt 6 g  
Sugars 90 g

**CIAA**



The diagram shows the CIAA Toolbox. It features a blue banner with the text "CIAA NUTRITION LABELLING SCHEME" and a blue arrow pointing to the "Toolbox". Below the banner, a list of resources is provided, including the CIAA website URL and a list of included materials such as scientific rationale, reference values, GDA icon downloads, style guides, language options, examples, support leaflets, and technical help to nutrition labelling.

**Toolbox**

- The CIAA WEBSITE – A wealth of available support:  
[http://gda.ciaa.eu/asp/about\\_gdas/rationale.asp](http://gda.ciaa.eu/asp/about_gdas/rationale.asp)
- Including:
  - Scientific rationale
  - Agreed reference values
  - GDA icon down loads – Style guide
  - EU language options
  - Examples
  - Support leaflet
  - Technical help to nutrition labelling (composition tables, etc.)

**CIAA**



## This Presentation

- About CIAA
- Content of the CIAA Scheme
- Update on its implementation
- Conclusion



## Implementation Data

- Progress by major manufacturers
- Independent survey of representative sample of companies on 5 markets to be provided end of June 2008





## Roll-out of CIAA Labelling Scheme

Manufacturer	% of production volume with GDAs by:		
	June '08	Dec '08	Dec '09
Cadbury Schweppes		50%	
Campbell	65%	95%	100%
Coca-Cola	89%	100%	100%
Ferrero (Nutella & Kinder)			100%
Groupe Danone	79%	95%	100%
Kellogg	100%	100%	100%
Kraft	30%	52%	100%
Mars	35%	75%	100%
Nestlé	60%	100%	100%
PepsiCo Beverages	91%	100%	100%
PepsiCo Snacks	81%	99%	100%
Unilever	50%	90%	100%

17



## Survey: Choice of Methodology

- CIAA decided that the best possible methodology for demonstrating what the industry was doing would be an independent, representative survey of the food and beverage industry and its current practices in these areas
- A representative survey would:
  - ✓ Provide a rigorous sampling methodology that could be reviewed and verified independently
  - ✓ Include all relevant companies in the selected countries
  - ✓ Allow us to extrapolate from the survey to the entire market in the selected countries
  - ✓ Build on the work CIAA has already done
  - ✓ Collect anecdotal data on change
  - ✓ Allow us to compare the results by country, size of company, and food and drink category
  - ✓ Allow us to track change over time





## This Presentation

- About CIAA
- Content of the CIAA Scheme
- Update on its implementation
- Conclusion



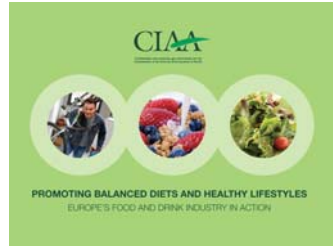
## Conclusions

- Self- regulation can be an efficient tool: faster and more flexible than legislation
- As the case may be, Regulation may add value i.e strengthen HARMONISATION
- Spirit of the Regulatory initiative should be to strengthen self-regulation.





To find more information about CIAA



[www.ciaa.eu](http://www.ciaa.eu)

Access to news, positions and publications

