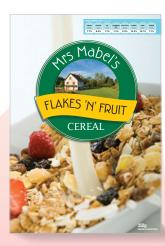
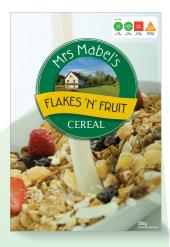
## Front of pack labelling systems

Front of pack nutrition labelling should help consumers compare food products to make healthier choices. Two systems have been proposed for use in Australia:

 Percentage Daily Intake labelling, which has been voluntarily adopted by some large food companies on some of their products.



 Traffic Light style labelling, which is preferred by consumer and health groups like CHOICE, the Australian Medical Association, the Public Health Association and the Cancer Council.



## Percentage Daily Intake labelling (%DI):

%DAILY INTAKE (%DI) PER 45g SERVE								
	ENERGY	PROTEIN	FAT	SATURATED	CARBOHYDRATE	SUGARS	FIBRE	SODIUM
	650 kJ	4.2 g	1.2 g	<b>FAT</b> 0.3 g	28.4 g	12.9 g	5.9 g	178 mg
	7.7%	8.4%	1.7%	1.3%	9.2%	14.3%	19.7%	7.7%

- Is voluntary and therefore doesn't appear on all products.
- Is based on inconsistent serving sizes set by manufacturers.
- X Shows a series of percentages of nutrients selected by manufacturers.
- Is based on an average adult's recommended nutrient requirements.
- X Is confusing for consumers according to numerous studies.
- Was recognised by the Food Labelling Review Panel as being confusing.

## **Traffic Light labelling:**



- Could be mandatory if introduced by government.
- Is based on 100g or 100mL of a product and is therefore standardised.
- ✓ Shows interpretive traffic light colours and descriptive terms to convey low (green), medium (amber) and high (red) quantities of key nutrients.
- Is based on nutrition recommendations and dietary guidelines set by government health experts.
- ✓ Is proven to be more effective in helping consumers choose healthier products.
- Was the Food Labelling Review Panel's preferred labelling system.

## What this means

Percentage Daily Intake guides fail to help consumers compare products easily. In addition to being complex and requiring significant numeracy skills and cognitive application, they are based on serving sizes set by manufacturers. The latest research commissioned by CHOICE and undertaken by the George Institute for Global Health shows that these serving sizes vary widely. This means it is difficult to use Percentage Daily Intake guides to make healthier choices.

Traffic Light labelling, on the other hand, makes comparisons easy. This is because it is based on a standardised quantity and uses interpretive traffic light colours and descriptive terms. Traffic Light labelling would be even more helpful if introduced by government on a mandatory basis. It would appear on all products, allowing consumers to compare within and across product types to choose a balanced diet.

