



FrieslandCampina position on front of pack nutrition labelling schemes

Front-of-pack labelling contributes to our purpose to empower consumers to make informed, healthy, nutritious food choices. FrieslandCampina supports the use of positive, interpretive, government-endorsed front-of-pack nutritional labelling, that complies with our guiding principles for the use of nutrition labelling schemes. Front-of-pack nutritional labelling schemes should fill the purpose of better informing consumers on the overall nutrition quality of foods, be in line with dietary recommendations and take into account the nutritional contribution and health benefits of basic foods. The logo should be voluntary, allowed and accepted in the country (or countries) where the product is sold.

FrieslandCampina is fully engaged on nutrition and health topics with policy-makers, industry groups and other stakeholders to help make a positive impact on the overall public health. We support the consumer right to be fully informed on nutritional properties of foods which is one of the legal requirements of the Food Information to Consumer Regulation (EU) No 1169/2011.

FrieslandCampina's guiding principles for the use of Front of Pack nutrition labelling schemes:

1. Be in line with dietary recommendations. Food based dietary guidelines are used by national food policies to communicate on the health effects of food to consumers. Front-of-pack nutrition labels should not contradict but be in line with the food based dietary guidelines. Front-of-pack nutrition labelling should allow consumers to choose between and within categories and products in terms of frequency/quantity to achieve a balanced diet by:
 - Taking into account both nutrients to encourage and nutrients to limit; both types of nutrients are important to reflect the nutrient quality of foods such as dairy and to meet adequate nutrition intakes.
 - Assuring alignment with dietary recommendations, including specific considerations for basic food categories. The system must take into account the nutritional contribution of each food group to the diet.
2. Should support the consumer in improving the nutritional quality of the food basket:
 - Allowing consumers to identify the best nutritional options within sub-categories of products. Therefore, it should be (sub-)category-specific.
 - It should be interpretive, by informing about the overall nutritional quality of a product, instead of evaluating individual nutrients.
 - It should offer the opportunity for reformulation to support the consumer in making small steps towards better nutrition.
3. Be a voluntary, harmonized system as much as possible.
 - Possibly for EU member states, within the EU legal framework.
 - Food business operators to decide if they want to put the logo on their products.
4. Be based on sound scientific evidence:
 - The scheme should be accompanied by an education program, to explain the scheme to consumers.
 - The scheme should be evaluated in order to check consumer understanding and improvement of behaviour.
5. Involve all relevant stakeholders in decision making:
 - Only an endorsement of all relevant stakeholders will encourage the use of a voluntary front-of-pack scheme.
6. Be Credible and feasible.