



**NUTRI-SCORE®**

**FRENCH FRONT-OF-PACK (FOP) LABELLING  
AND  
THE ROLE OF *SANTE PUBLIQUE FRANCE***

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ROMA, IANPHI MEETING,

23 OCTOBER 2017

## 1. A PUBLIC HEALTH PRIORITY

- In France, cardiovascular diseases and cancers are the first causes of death : contributing each to approx 30% of overall death every year
- Diet recognised as a key modifiable factor which can influence – as preventive or risk factor – a wide range of NCDs

## 2. A NATIONAL NUTRITION AND HEALTH PROGRAM (PNNS) SINCE 2001

## 3. NEW STRATEGY FOR NUTRITION AND HEALTH IN 2014

- Scientific report in 2013 : Need to implement a nutrition labelling in the as a simplified front of pack (FOP) nutrition label (mandatory by European legislation (EU 1169-2011 – INCO))

# TIMELINE

2013

- Report to the French minister by Pr. Serge Hercberg, MD, nutritionist → proposal of a FOP nutrition label

2014

- Uptake of the principle of a label by the Minister
- Concertation process
  - All stakeholders involved (including industry & retailers)

Santé publique France is involved in the process since 2014.

2015

- Concertation process
  - Development of alternative labels by economic actors
  - Push for a large scale 'real life' trial in supermarkets

The Agency then designed the first version of Nutri-score Logo based on the scientific data and expertise

2016

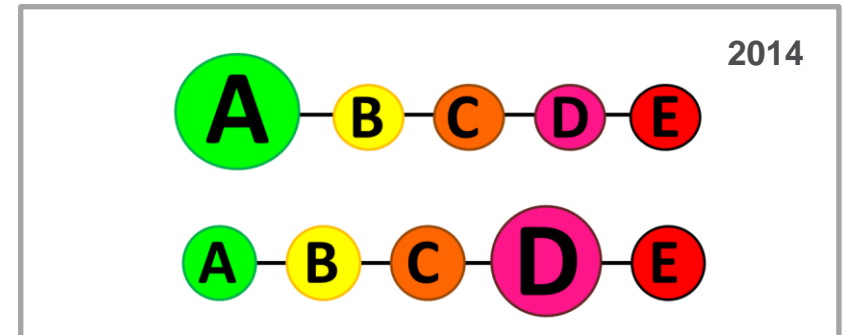
- Implementation of the trial in supermarkets
- Experimental studies commissioned by the Health Ministry

2017

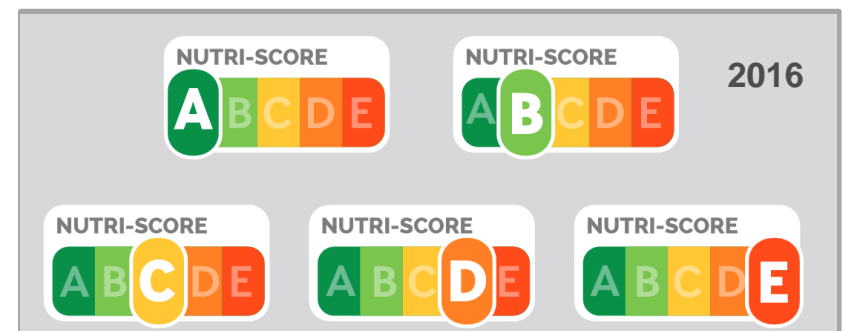
- Selection of the Nutri-Score – Performed best in all studies
- Registration of Nutri-score as an European collective trade mark and its governing use rules
- Notification sent to EU commission
- Charter of commitment of companies and online registration available on SpF website

## 2. A FOPL BASED ON SCIENTIFIC LITERATURE

- DEVELOPED BY A RESEARCH TEAM IN COLLABORATION WITH SPF
- BASED ON THE BRITISH FSA NUTRIENT PROFILING SYSTEM
- GRADED COLOURED SUMMARY LABEL
- USE OF 'SEMANTIC' COLOURS
- IMPROVEMENT OF THE CONSISTENCY BETWEEN FSA SCORE RANKING AND NUTRITIONAL RECOMMENDATIONS
- ADJUSTEMENT OF THE SCORE THROUGH EXPERT ADVICE (FRENCH HIGH COUNCIL OF PUBLIC HEALTH)



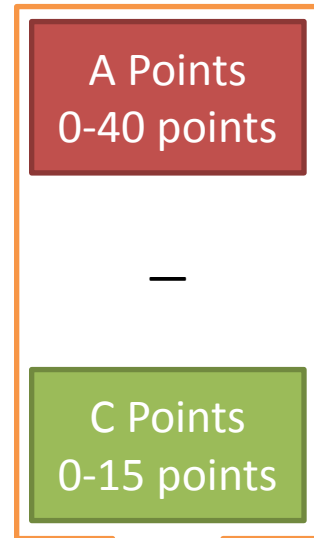
Logo chart  
+ Registration as a EU  
trade mark  
designed by Santé  
publique France



# Nutrient profiling system : FSA/ofcom score

Nutrient/100g	Points
Energy (KJ)	0-10
Sugars (g)	0-10
Saturated fat (g)	0-10
Sodium (g)	0-10

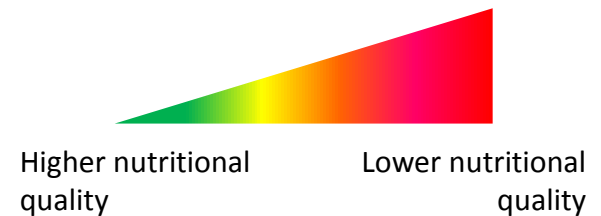
Element/100g	Points
Fruit, vegetables and nuts (%)	0-5
Fibres (g)	0-5
Proteins (g)*	0-5



Nutritional values and list of ingredients are used

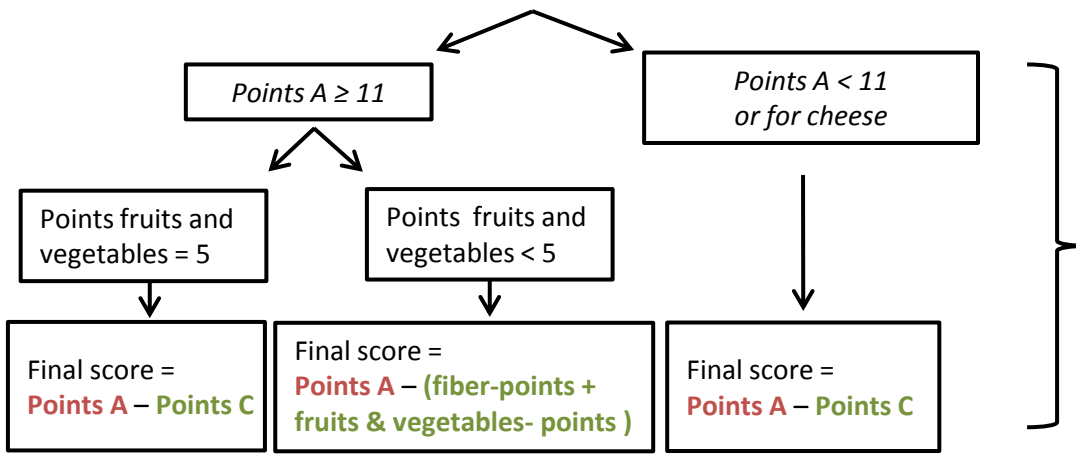
\*Proteins are not taken into account if Total of A points >11

-15 FINAL SCORE 40



### 1. Attribution of points, based on the content of nutrients and other elements per 100 g of a food/beverage

Points A			Specific cut-offs: Beverages		Specific cut-offs: Fats		Points C					
Points	Energy (kJ)	Sugars (g)	Energy (kJ)	Sugars (g)	Saturated fat (g)	Saturated fat/Lipids (%)	Sodium (mg)	Points	Fruits, veg (%)	Fruits, veg (%)	Fiber (g)	Protein (g)
0	≤ 335	≤ 4,5	≤ 0	≤ 0	≤ 1	< 10	≤ 90	0	≤ 40	≤ 40	≤ 0.7	≤ 1,6
1	> 335	> 4,5	≤ 30	≤ 1.5	> 1	< 16	> 90	1	> 40		> 0.7	> 1,6
2	> 670	> 9	≤ 60	≤ 3	> 2	< 22	> 180	2	> 60	>40	> 1.4	> 3,2
3	> 1005	> 13,5	≤ 90	≤ 4.5	> 3	< 28	> 270	3	-		> 2.1	> 4,8
4	> 1340	> 18	≤ 120	≤ 6	> 4	< 34	> 360	4	-	> 60	> 2.8	> 6,4
5	> 1675	> 22,5	≤ 150	≤ 7.5	> 5	< 40	> 450	5	> 80		> 3.5	> 8,0
6	> 2010	> 27	≤ 180	≤ 9	> 6	< 46	> 540	6				
7	> 2345	> 31	≤ 210	≤ 10.5	> 7	< 52	> 630	7				
8	> 2680	> 36	≤ 240	≤ 12	> 8	< 58	> 720	8				
9	> 3015	> 40	≤ 270	≤ 13.5	> 89	< 64	> 810	9				
10	> 3350	> 45	> 270	> 13.5	> 10	≥ 64	> 900	10		> 80		
	0-10 (a)	0-10 (b)	0-10 (a)	0-10 (b)	0-10 (c)	0-10 (c)	0-10 (d)		0-5 (a)	0-10 (a)	0-5 (b)	0-5 (c)
<b>Total</b>	<b>Points A = (a) + (b) + (c) + (d) [0 – 40]</b>							<b>Total</b>	<b>Points C = (a) + (b) + (c) [0 – 15]</b>			



2. Final score: -15 to 40 points.

### 3. Attribution of colors:

Foods (points)	Beverages (points)	Color
Min to -1	Water	Dark Green
0 to 2	Min to 1	Green
3 to 10	2 to 5	Yellow
11 to 18	6 to 9	Orange
19 to Max	10 to Max	Red



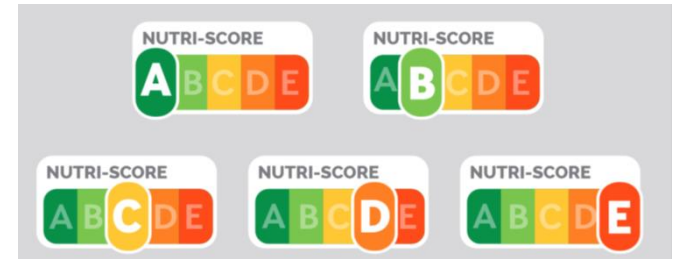
Green: highest quality Red: lowest quality

# TO GET POLITICS AND PRIVATE SECTOR INVOLVED : EVALUATION PROCESS COMPARATIVE STUDIES

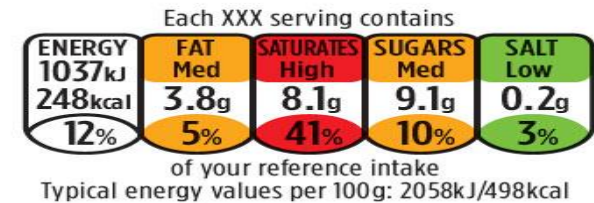
## ALTERNATIVES PROPOSED DURING THE CONCERTATION PROCESS (PRIVATE COMPAGNIES INVOLVED AND NGOS)

### GRAPHICAL FORMATS COMPARED

- **Nutriscore** : supported by public authorities and research
- **SENS** : supported by retailers
- **MTL** : supported by industry
- Modified Reference Intakes
- Control : non label

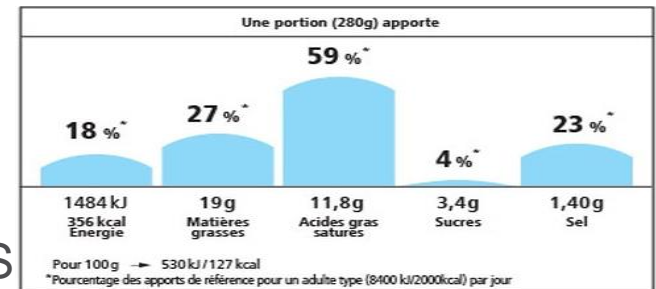


MTL=Nutri-Couleurs



### TYPES OF STUDIES

- Large scale experimentation
- Experimental economy



NUTRI-REPERES

# LARGE SCALE EXPERIMENTATION : RESULTS

## IMPROVEMENT OF THE SHOPPING CART



## SUB-GROUP ANALYSIS ON NUTRI-SCORE

- Positive perception (best results)
- Higher impact in subjects buying less expensive products
- Appeal to subjects with low adherence to nutrition recommendations
- No deterioration of the nutritional quality of the shopping cart in any subgroup

## CLEAR, SIMPLE, UNDERSTANDABLE

## AND SOCIALLY NON-SEGMENTING

Une expérimentation nationale dans votre magasin

**Vous serez PLUS DE 100 000 à participer à cette expérimentation. Merci !**

50 magasins sont concernés sur plusieurs régions

**DANS VOTRE MAGASIN, ON TESTE LE NUTRI-SCORE**

**NUTRI-SCORE**  
A B C D E

Un nouveau logo pour simplifier la lecture des informations nutritionnelles

La Ministère de la santé, des enseignes de distribution et des marques de l'agroalimentaire vous proposent un étiquetage nutritionnel simplifié pour vous aider à mieux connaître et à mieux choisir les produits alimentaires que vous achetez.

Aussi, c'est dans ce cadre officiel que votre magasin a été sélectionné pour tester un des 4 logos proposés pour améliorer la lisibilité des informations nutritionnelles déjà présentes sur vos produits.

**Le principe du test ?**  
Il consiste à apposer en face avant de vos emballages, dans certains rayons du magasin, un logo couleur pastel les informations soit compréhensible en un coup d'œil.

**BON À SAVOIR :** des enquêteurs sont susceptibles de vous interroger dans votre magasin sur ce système d'étiquetage. Si vous avez le temps et l'acceptez, leur réponse nous aidera grandement à faire avancer la recherche !

Un projet soutenu par  
Le Français pour l'Alimentation et la Santé

Un projet porté par  
FFAS  
Le Français pour l'Alimentation et la Santé

Participez à une grande expérimentation nationale en nutrition !

Un nouveau logo pour vous aider à prendre en compte la qualité nutritionnelle des produits que vous achetez.

**Un test dont vous êtes le principal acteur et bénéficiaire !**

**Qu'est ce que le NUTRI-SCORE ?**

**Où trouver les produits avec le NUTRI-SCORE ?**  
Sur les emballages des produits des rayons :  
- Salades, tartes, plats cuisinés...  
- Brioches, croissants...  
- Biscuits, biscuits de petit-déjeuner...

**Comment un produit est-il classé ?**  
Pour classer chaque produit, les nutritionnistes ont mis au point un score qui prend en compte pour 100 grammes, la teneur :  
- en nutriments et aliments à favoriser (fibres, protéines, fruits et légumes)  
- et en nutriments à limiter (énergie, acides gras saturés, sucres, sel)  
→ plus leur teneur est importante, plus le score est proche de A.  
Après calcul, le score obtenu par un produit permet de lui attribuer une lettre et une couleur.

**Comment ça marche ?**  
Rien de plus simple, il vous suffit de faire vos courses comme à votre habitude ! Dans les 3 rayons testés, ce logo vous guide pour comparer d'un coup d'œil la qualité nutritionnelle des produits au sein d'un même rayon.

**5 logos adaptés à la qualité nutritionnelle de chaque produit :**  
NUTRI-SCORE A B C D E  
NUTRI-SCORE A B C D E  
NUTRI-SCORE A B C D E  
NUTRI-SCORE A B C D E  
NUTRI-SCORE A B C D E

Qualité nutritionnelle



### 3. SANTE PUBLIQUE FRANCE INVOLVEMENT

On behalf of the French Ministry of Health, Santé publique France and based on the scientific literature :

- **Drafted a graphic charter allowing the use of nutri-score in compliance with European regulations and on the basis of the scientific ;**
- **Designed a collective eu trademark and its regulations**
- **Provides voluntary operators with all the elements so that they can use it right now**
- **Ensures the management of the brand and allows oqali (french observatory of food quality) to carry out the planned follow-up mission**

## 1- PURPOSE

It is a complementary sign to the mandatory nutrition declaration by classifying the food in the 5-level nutritional scale, calculated in accordance with the specifications booklet

## 2 – DUTIES

Any use of the Logo is equivalent to formal acceptance of the provisions in the Usage regulation.

Industry must follow the requirements defined by the Usage regulation

## 3 - METHODS OF USING THE LOGO

Industry-is authorised to also use the Logo for communication or promotional communication about Products. In that case, that should use a “neutral logo” (to not mislead the consumer)

NUTRI-SCORE GRAPHIC CHARTER

## Introduction

The Law of 26 January 2016 relating to modernisation of our healthcare system enables placement of a nutritional logo on the front of food product packaging.

The aim of this logo is to help consumers take into account the nutritional quality of the products they are buying.

This graphic charter has been produced to outline the conditions for placing the logo on packaging and on communication media.

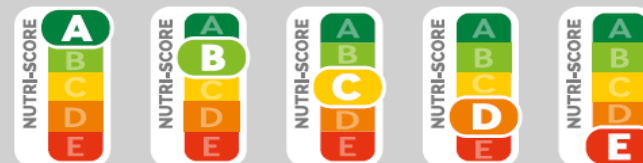
There is a vertical version and a horizontal version of the logo, each available in 5 modules.

The horizontal versions are to be used by default, wherever possible. The vertical versions must only be used as a last resort, when application of the horizontal versions is not possible.

horizontal logo available in 5 modules intended for packaging and communication



vertical logo available in 5 modules intended for packaging only



communication logo intended for communication media only



## WITH COMPAGNIES INVOLVED, WE ARE TARGETING

- **The identification of Nutri-Score by the consumer as the logo, supported by the public authorities and based on a solid scientific approach.**
- **wide dissemination of Nutri-Score so that it is integrated into the purchasing process.**
- **The creation of a snowball effect prompting brands to affix the logo following the commitment of competing brands and / or at the request of consumers.**