NUTRI-SCORE®

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

Mili SPAHIC, Chief of staff

ROMA, IANPHI MEETING, 23 OCTOBER 2017
1. POLICY CONTEXT

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)

2015
• Concertation process
  • Development of alternative labels by economic actors
  • Push for a large scale ‘real life’ trial in supermarkets

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

Santé publique France is involved in the process since 2014.
The Agency then designed the first version of Nutri-score Logo based on the scientific data and expertise.
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)
Nutrient profiling system: FSA/ofcom score

<table>
<thead>
<tr>
<th>Nutrient/100g</th>
<th>Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>Energy (KJ)</td>
<td>0-10</td>
</tr>
<tr>
<td>Sugars (g)</td>
<td>0-10</td>
</tr>
<tr>
<td>Saturated fat (g)</td>
<td>0-10</td>
</tr>
<tr>
<td>Sodium (g)</td>
<td>0-10</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Element/100g</th>
<th>Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fruit, vegetables and nuts (%)</td>
<td>0-5</td>
</tr>
<tr>
<td>Fibres (g)</td>
<td>0-5</td>
</tr>
<tr>
<td>Proteins (g)*</td>
<td>0-5</td>
</tr>
</tbody>
</table>

Nutritional values and list of ingredients are used

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

A Points 0-40 points

C Points 0-15 points

FINAL SCORE

Higher nutritional quality

Lower nutritional quality

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

#### Points A

<table>
<thead>
<tr>
<th>Points</th>
<th>Energy (kJ)</th>
<th>Sugars (g)</th>
<th>Energy (kJ)</th>
<th>Sugars (g)</th>
<th>Saturated fat (g)</th>
<th>Saturated fat/Lipids (%)</th>
<th>Sodium (mg)</th>
</tr>
</thead>
<tbody>
<tr>
<td>0</td>
<td>≤ 335</td>
<td>≤ 4,5</td>
<td>≤ 0</td>
<td>≤ 0</td>
<td>≤ 1</td>
<td>&lt; 10</td>
<td>&lt; 90</td>
</tr>
<tr>
<td>1</td>
<td>&gt; 335</td>
<td>&gt; 4,5</td>
<td>&gt; 30</td>
<td>&gt; 1,5</td>
<td>&gt; 1</td>
<td>&lt; 16</td>
<td>&gt; 90</td>
</tr>
<tr>
<td>2</td>
<td>&gt; 670</td>
<td>&gt; 9</td>
<td>&gt; 60</td>
<td>&gt; 3</td>
<td>&gt; 2</td>
<td>&lt; 22</td>
<td>&gt; 180</td>
</tr>
<tr>
<td>3</td>
<td>&gt; 1005</td>
<td>&gt; 13,5</td>
<td>&gt; 90</td>
<td>&gt; 4,5</td>
<td>&gt; 3</td>
<td>&lt; 28</td>
<td>&gt; 270</td>
</tr>
<tr>
<td>4</td>
<td>&gt; 1340</td>
<td>&gt; 18</td>
<td>≤ 120</td>
<td>≤ 6</td>
<td>&gt; 4</td>
<td>&lt; 34</td>
<td>&gt; 360</td>
</tr>
<tr>
<td>5</td>
<td>&gt; 1675</td>
<td>&gt; 22,5</td>
<td>≤ 150</td>
<td>≤ 7,5</td>
<td>&gt; 5</td>
<td>&lt; 40</td>
<td>&gt; 450</td>
</tr>
<tr>
<td>6</td>
<td>&gt; 2010</td>
<td>&gt; 27</td>
<td>≤ 180</td>
<td>≤ 9</td>
<td>&gt; 6</td>
<td>&lt; 46</td>
<td>&gt; 540</td>
</tr>
<tr>
<td>7</td>
<td>&gt; 2345</td>
<td>&gt; 31</td>
<td>≤ 210</td>
<td>≤ 10,5</td>
<td>&gt; 7</td>
<td>&lt; 52</td>
<td>&gt; 630</td>
</tr>
<tr>
<td>8</td>
<td>&gt; 2680</td>
<td>&gt; 36</td>
<td>≤ 240</td>
<td>≤ 12</td>
<td>&gt; 8</td>
<td>&lt; 58</td>
<td>&gt; 720</td>
</tr>
<tr>
<td>9</td>
<td>&gt; 3015</td>
<td>&gt; 40</td>
<td>≤ 270</td>
<td>≤ 13,5</td>
<td>&gt; 89</td>
<td>&lt; 64</td>
<td>&gt; 810</td>
</tr>
<tr>
<td>10</td>
<td>&gt; 3350</td>
<td>&gt; 45</td>
<td>&gt; 270</td>
<td>&gt; 13,5</td>
<td>&gt; 10</td>
<td>≥ 64</td>
<td>&gt; 900</td>
</tr>
<tr>
<td></td>
<td>0-10 (a)</td>
<td>0-10 (b)</td>
<td>0-10 (a)</td>
<td>0-10 (b)</td>
<td>0-10 (c)</td>
<td>0-10 (d)</td>
<td></td>
</tr>
</tbody>
</table>

**Total**

\[ \text{Points A} = (a) + (b) + (c) + (d) \ [0 – 40] \]

#### Points C

<table>
<thead>
<tr>
<th>Points</th>
<th>Fruits, veg (%)</th>
<th>Fruits, veg (%)</th>
<th>Fiber (g)</th>
<th>Protein (g)</th>
</tr>
</thead>
<tbody>
<tr>
<td>0</td>
<td>≤ 40</td>
<td>≤ 40</td>
<td>≤ 0,7</td>
<td>≤ 1,6</td>
</tr>
<tr>
<td>1</td>
<td>&gt; 40</td>
<td>&gt; 40</td>
<td>&gt; 0,7</td>
<td>&gt; 1,6</td>
</tr>
<tr>
<td>2</td>
<td>&gt; 60</td>
<td>&gt; 40</td>
<td>&gt; 1,4</td>
<td>&gt; 3,2</td>
</tr>
<tr>
<td>3</td>
<td>-</td>
<td>&gt; 60</td>
<td>&gt; 2,1</td>
<td>&gt; 4,8</td>
</tr>
<tr>
<td>4</td>
<td>-</td>
<td>&gt; 60</td>
<td>&gt; 2,8</td>
<td>&gt; 6,4</td>
</tr>
<tr>
<td>5</td>
<td>&gt; 80</td>
<td>&gt; 60</td>
<td>&gt; 3,5</td>
<td>&gt; 8,0</td>
</tr>
</tbody>
</table>

**Total**

\[ \text{Points C} = (a) + (b) + (c) \ [0 – 15] \]

### 2. Final score: -15 to 40 points

- **Points A ≥ 11 or for cheese**
  - Points fruits and vegetables = 5
  - Final score = Points A – Points C

- **Points A < 11**
  - Points fruits and vegetables < 5
  - Final score = Points A – (fiber-points + fruits & vegetables- points )

### 3. Attribution of colors

<table>
<thead>
<tr>
<th>Foods (points)</th>
<th>Beverages (points)</th>
<th>Color</th>
</tr>
</thead>
<tbody>
<tr>
<td>Min to -1</td>
<td>Water</td>
<td>Dark Green</td>
</tr>
<tr>
<td>0 to 2</td>
<td>Min to 1</td>
<td>Green</td>
</tr>
<tr>
<td>3 to 10</td>
<td>2 to 5</td>
<td>Yellow</td>
</tr>
<tr>
<td>11 to 18</td>
<td>6 to 9</td>
<td>Orange</td>
</tr>
<tr>
<td>19 to Max</td>
<td>10 to Max</td>
<td>Red</td>
</tr>
</tbody>
</table>

**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

TYPES OF STUDIES

Large scale experimentation
Experimental economy
LARGE SCALE EXPERIMENTATION: RESULTS

IMPROVEMENT OF THE SHOPPING CART

+ 4.5%
+ 3.9%
3.3%

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 SOCIALEY NON-SEGMENTING
3. SANTE PUBLIQUE FRANCE INVOLVEMENT

On behalf of the French Ministry of Heath, 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).
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.
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.