



CHAPTER 3 PRODUCT LABELLING AND CONSUMER INFORMATION

WHY PRODUCT LABELLING AND CONSUMER INFORMATION IS IMPORTANT

The CGF is guided by these key principles:

Clarity and transparency
Fact-based information
Harmonisation to the extent possible

THE CGF HEALTH & WELLNESS RESOLUTIONS AND COMMITMENTS

The CGF Health & Wellness Resolutions and Commitments are intended to motivate industry-wide adoption of transparent, fact-based labelling that empowers consumers to choose products and use them in a way that contributes to healthier lifestyles.

We began this journey in June 2011 and by 2018 the CGF hopes to see industry-wide implementation of consistent product labelling and consumer information to help consumers make informed choices and usages. As always, these voluntary efforts must also adhere to all relevant local regulatory requirements.

GETTING STARTED

The specific steps to take for CGF member companies to join into the commitment on providing consistent product labelling and consumer information to help consumers make informed choices and usages are:

3-STEP APPROACH

	Per 100g
Energy	1500kJ/356kcal
Fat	7.4g
of which: saturates	1.1g
Carbohydrates	58.1g
of which: sugars	16.8g
Protein	9.9g
Salt	0.1g

BACK OF PACK

For the food sector display eight key nutrients on the back (or side) of product packaging: energy, carbohydrates, total sugars, fibre (except in EU), protein, fat, saturated fats, sodium



FRONT OF PACK

For the food sector display energy on the front of product packaging*

For the personal care sectors display product usages on packaging

*The energy display may be used in conjunction with industry-supported or government endorsed front-of-pack labelling schemes consistent with CGF's guiding principles.



OTHER FRONT OF PACK LABELLING SYSTEMS

Energy could be expressed or combined with other existing Front of Pack labelling systems in various parts of the world - particularly those supported by local governments - that work synergistically with other on-pack information. See our other sources of information for examples.

TRACKING PROGRESS: Key Performance Indicators (KPIs)

We recommend that our members track and share their progress towards supporting consumers in becoming more health-aware about their food and product choices. See the CGF recommendations outlined briefly in the Health & Wellness Enablers chapter.

CGF member companies have been progressing on product labelling and consumer information, and seeing synergies from the collaboration of retailers and manufacturers. We share examples below:

PRACTICAL EXAMPLES



GRUPO BIMBO HAVE SUCCESSFULLY IMPROVED PRODUCT LABELLING AND CONSUMER INFORMATION



WHY WE WERE MOTIVATED TO CHANGE



- Prompt, clear and sufficient information for consumers to help them make the best decision about products that are included in their daily diet.
- Grupo Bimbo has a global labelling policy that encompasses important issues that concern people.



HOW WE DID IT



- The Grupo Bimbo labeling policy includes the following:
 - Strict compliance with official labelling provisions in the countries where we are present.
 - Information on the most important nutrients with a public health impact on products where space permits.
 - Simple and accessible front labelling Guideline Daily Amount (GDA).
 - Adoption of the highest standards in countries where there is no regulation policy applicable to a certain issue.
 - Promotion of physical activity.



IMPACT WE HAVE SEEN



- Grupo Bimbo conducts assessment that help to determine: the origin of the components of its products; the content that refers to substances that may have environmental or social impacts; consumption and safety instructions and product disposal and environmental impact.
- Information assessed in product labelling:
 - Origin of product or service components.
 - Content, particularly regarding substances that may have a certain environmental or social impact
 - Safety instructions on the product or service.
 - Disposal of the product and its environmental or social impact.

PRACTICAL EXAMPLES



MARS HAS SUCCESSFULLY CHANGED ITS PRODUCT LABELLING AND CONSUMER INFORMATION.



WHY WE WERE MOTIVATED TO CHANGE



- Growing concerns about the global rise of obesity and calls for consumers to eat a healthy balanced diet prompted Mars to act.
- Consumer research indicated that Energy labelling with Calories was the most meaningful and useful information for consumers.
- Mars was part of an industry alliance called 'Be Treatwise' that formed in 2006 in the UK to discuss the viability of GDA labelling.
- As a principle-driven business there was support from senior leaders to make the GDA commitment global to help consumers to live healthy lives and adopt a balanced diet.
- Top-down leadership and close integration with Marketing and Corporate Affairs drove adoption.



HOW WE DID IT



- As a responsible manufacturer, we are compelled to make a bold global commitment that empowers consumers by providing information about our products so that they can make the right choices for their own diet and lifestyle.
- The Mars Incorporated commitment to provide Front of Pack energy labelling across all Chocolate, Food, and Confectionery packs globally was led top-down and launched in 2008, with a 3 year implementation timeline.
- Global guidelines based on principles and best practice were developed to support all markets in delivering the commitment.
- A central point of contact in Marketing was established for questions and queries.



IMPACT WE HAVE SEEN



- Ensuring that consumers understood and found GDA labelling meaningful was a critical success factor.
- Mars worked through local and global trade associations to encourage industry to buy in and support GDA labelling initiatives across their portfolio.
- An industry hyphen wide approach with aligned style guidelines for a consistent approach to provide the information was essential to make it successful and useful for consumers.
- Further research was commissioned to ensure GDA information remained relevant for consumers.
- Measurement was reported through an annual summary of progress against the commitment with the Mars board and the Principles in Action.

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Key lessons:

- Keep it simple to aid consumer understanding, and provide extra information online to explain and build on pack information
- Make it easy to implement internally and avoid adding complexity in the packaging origination
- Where possible adopt a global style guide
- Use symbols rather than language to keep multilingual packs clear for consumers
- Provide exemptions for small packs or products with negligible calorie values

SEE PRACTICAL EXAMPLES
CHAPTER FOR MORE CASES

The Coca-Cola Company

<http://bit.ly/1BpKuTU>

OTHER SOURCES OF INFORMATION

TOOLKIT & RESOURCES



<http://bit.ly/1Fow2vl>

A resource developed by our strategic partner FoodDrinkEurope which explains in simple terms the concept behind “Reference Intakes” (formerly known as GDAs).

www.referenceintakes.eu

FURTHER SOURCES OF INFORMATION



<http://bit.ly/1FZZCX2>



www.codexalimentarius.net



<http://www.gmaonline.org/>



<http://bit.ly/1JcCtCuw>



<http://bit.ly/1FKHr4h>



<http://www.flabel.org/en/>



<http://www.flabel.org/en/>



<http://bit.ly/1cG4R3k>



<http://bit.ly/1FroibA>



<http://bit.ly/1MlaL6j>



<http://bit.ly/1FgYlof>



<http://bit.ly/1JWWore>



<http://www.factsupfront.org/>



<http://bit.ly/1MZ4u0Y>



<http://bit.ly/1Gb7tOr>



<http://bit.ly/1ISvBT>

