



FRONT-OF-PACK NUTRITION LABELLING & HEALTHY FOOD CHOICE

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Simple nutrition labelling is included on the front of pack to ensure that consumers can make informed decisions more quickly. These include health claims, as well as Nutri-Score labelling.



| | | | | |
|-------------------|------|-----------|--------|------|
| Energy | Fat | Saturated | Sugars | Salt |
| 1046kJ 250kcal | 3.0g | 1.3g | 34g | 0.9g |
| 13% | 4% | 7% | 38% | 15% |

NUTRITION LABELLING AS A BARRIER TO PURCHASE

The main driver of food choice is taste! There is a common belief that healthy food is not as tasty as unhealthy food.



The idea that if we tell consumers the food is healthy, they will buy it is wrong. Some consumers will interpret this to mean the product is less tasty, making them less likely to buy it.

A study found that using labels that emphasise the taste of healthier products drives consumers to choose more of these foods.



CONSUMERS ALSO HAVE A PERCEPTION THAT HEALTHIER FOODS COST MORE.

By highlighting the health benefits associated with certain products, we may be inadvertently telling some consumers that this product may be too expensive.



TYPES OF NUTRITION LABELLING

| |
|-------------------|
| Energy |
| 1046kJ 250kcal |
| 13% |

REDUCTIVE: Only gives information from the nutrition facts panel e.g. amount of salt, sugar, fat.

NUTRIENT SPECIFIC: Giving information about individual specific nutrients.



INTERPRETIVE: Summarises information from the nutrition facts panel and includes more information on if that is a 'good' or 'bad' thing.

SUMMARY INDICATOR: Giving information about the overall product, i.e. is the product considered healthy in general?

IT'S NOT CLEAR WHETHER ANY OF THESE TYPES OF NUTRITION LABELS ARE BETTER THAN ANOTHER!

Food labelling and packaging is highly effective. We should implement front-of-pack nutrition labelling but telling consumers what products are healthy is not enough, we need to increase the drive and motivation to eat healthier products by promoting other aspects such as taste and affordability.

