

Voluntary labelling and claims





**What types of information
can be added voluntarily to
food labelling to promote
the product?**

Voluntary labelling



Certain pieces of information are often included on food labels but are not required by law. These are added by the manufacturer or retailer voluntarily. Examples of additional information that may be included in a label are:

General	Nutrition	Marketing	Production
Vegetarian or vegan labelling	Nutrition information*	Marketing terms, for example fresh, pure, natural	Production methods, such as organic
Country of origin (where not required)	Nutrition and Health Claims	Pictures and graphics	Method of slaughter, for example Halal and scechita slaughter
Serving suggestions	Front of Pack Nutrition labelling (see Topic 1)		

*Nutrition information is mandatory when a food makes a nutrition claim (for example, low fat) or a health claim (for example, fibre helps maintain a healthy digestion). From 13 December 2016 nutrition labelling will become mandatory whether or not a claim is made on the majority of foods.



What is the difference between a nutrition and a health claim on food labelling?

Can you give examples of a health claim?

Can you give examples of a nutrition claim?

Claims on labels



There are two types of claims on labels

1. A nutrition claim



2. A health claim



Q. What are nutrition claims?
Give examples

Q. What are health claims?
Give examples

The EU have a list of nutrition and health claims that are authorised for use, see: <http://ec.europa.eu/nuhclaims>

Nutrition and health claims



- > A nutrition claim is any claim that states, suggests or implies that the food has a particular beneficial nutritional property, for example, low fat.
- > A health claim is any claim that states, suggests or implies that a relationship exists between a food category, a food or one of its constituents and health. Health claims must be based on generally accepted scientific data and be well understood by the average consumer, for example, calcium is needed for normal growth and development of bone in children. This claim can only be used for food which is a source of calcium.

1. A nutrition claim



2. A health claim



Nutrition claim



A nutrition claim suggests or implies that the food has a particular beneficial nutritional property.

Low fat



A claim that states or suggests a food is low in fat.

With no added sugars



A claim that states or suggests sugars have not been added to a food.

Low sodium/salt



A claim that states or suggests a food is low in sodium or salt.

Marketing terms



Certain terms are used by manufacturers, producers and retailers to market their products, but it is important that these terms do not mislead consumers. These are known as marketing terms.

Examples of marketing terms

- > **Fresh** – Can be helpful to identify produce that is sold within a short time of production or harvesting
- > **Pure** – Mostly for foods containing single ingredients to which nothing has been added
- > **Natural** – Only contains natural ingredients with no other added ingredients

Q. Who uses marketing terms and why?



Vegetarians & vegans



- If a food is labelled vegetarian, it means that the food doesn't contain any meat, fish, or poultry etc. or additives from animal sources such as gelatine.
- Products carrying the Vegetarian Society Approved logo must meet certain requirements laid down by the Vegetarian Society.
- If a food is labelled vegan, it means that the food does not contain any animal products, including those from living animals – such as milk.

Vegetarian logos



Vegan logo





What are food additives and why are they added to food?

Is organic food healthier for you?

What are high caffeine energy drinks?

What are Genetically Modified Organisms?

Food additives



Food additives are:

- > any substance added to food at any stage in the production, processing, treatment, packaging, transportation or storage of that food
- > often natural substances and in many cases are actually vitamins and minerals.

The main groups of food additives:

- > antioxidants
- > colours
- > flavour enhancers
- > sweeteners
- > emulsifiers
- > stabilisers
- > preservatives.

E numbers are codes for food additives which are found on food labels throughout the EU. For example, E300 is vitamin C.

Q. Why are food additives used?



Artificial Substances

Natural Substance

Organic food



Organic food plays a role in providing choice for consumers.

- There are many different reasons why consumers choose to buy organic food. These can include health reasons, concern for the environment and animal welfare.
- Eating organic food is one way to reduce consumption of pesticide residues and additives.
- Organic food can often be more expensive and less readily available.
- There is no conclusive evidence that organic food is nutritionally superior.
- Products carrying organic logos must meet certain criteria.

CERTIFIED ORGANIC:
IE-Org-02
Licence No 4205



Genetically Modified Organisms (GMOs)



- > Genetically Modified Organisms (GMOs) are organisms, such as plants and animals, whose genetic characteristics has been modified artificially in order to give them a new property.
- > Food and feed which contain or consist of such GMOs, or are produced from GMOs, are called genetically modified (GM) food or feed.

Issues with GM food

Some consumers object to GM foods for a variety of reasons including:

- > a fear of potential damage to the environment
- > ethical or moral concerns
- > perceived food safety risks.

Dressing

Ingredients: water, vegetable oils (genetically modified **soya bean oil**), sugar, vinegar, modified starch, **wheat** starch, salt, **mustard** (water, **mustard** seed, vinegar, salt, spices, herbs), **egg** yolk, Thickener: Guar gum (E412), Acidity regulator: Citric acid (E330), Preservative: Potassium Sorbate (E202)

GM on label

High caffeine energy drinks



- > Energy drinks are generally drinks with high caffeine levels that are claimed by the manufacturers to give the consumer more 'energy' than a typical soft drink.
- > Caffeine is a mildly addictive stimulant which is found naturally occurring in food and drinks such as coffee, tea and cocoa.
- > Drinks (except tea and coffee) that contain more than 150mg/l caffeine must be labelled '*High caffeine content. Not recommended for children or pregnant or breastfeeding women*' and the amount of caffeine given in milligrams per 100ml.
- > The label needs to be in a clearly visible place beside the name of the drink.
- > These drinks may also contain glucuronalactone, taurite, vitamins and minerals or herbal substances.
- > These drinks often contain a high amount of added sugar.



Making healthy food choices



Why do food producers add extra information to food labelling?

Does the information food producers voluntarily add to food labelling affect your food choices?