

Food labelling and healthy eating





**What type of
information is
provided on food
labelling?**



**Can information
on food labelling help
you make informed
and healthy food
choices?**

Making healthy food choices – the label link



What is food labelling?

- Information provided by food businesses about their products.
- Relevant to all food that is sold to the consumer directly as well as sold in cafes, restaurants and catering outlets.
- Food labels give information that allows the consumer to compare one food with another and make informed food choices.
- Helps consumers store and use food safely.

The information on a food label allows you to:

- **Compare labels** – to find out about the nutritional content, for example to choose soup with a lower salt content.
- **Make trade-offs** – when you choose a food high in fat, sugars or salt, select other foods that are low in these nutrients to balance your total diet.
- **Use nutrition facts to make informed food choices** – for example girls need a good supply of calcium to prevent osteoporosis later in life. Labels help them choose foods with a good supply of this nutrient.



Presenting Information – minimum font size



- Most frequent consumer complaint: small print on labels.
- A minimum font size has been set for all mandatory information on most food labels.
- Minimum font size is:
 - 1.2 mm (“x-height” illustrated in diagram below)
 - 0.9 mm largest surface less than 80 cm²



Mandatory information (what must be on the label)



Food labelling is controlled by law so it is accurate and not misleading

- > 12 pieces of information must appear on food labelling.
- > The provision of specific ingredient and nutrition information is mandatory.

Deep Fill STEAK & ALE Puff Pastry Pie

TENDERISED IRISH BEEF STEAK IN OUR TRADITIONAL PALE ALE GRAVY, TOPPED WITH GOLDEN FLAKY PASTRY. SERVES 3

1 **2** **3** **4** **5** **6** **7** **8** **9** **10** **11**

INGREDIENTS
Beef (31%) (Wheat Flour (Wheat Flour, Cereals, Iron, Niacin (B3), Thiamine, Riboflavin, Folic Acid, Vitamin B12), Water, Salt), Pale Ale (8.0%) (Barley), Cornflower, Pork Lard, Onions (2.9%), Milk, Beef Bouillon (Salt, Dried Beef Extract, Potato Starch, Sugar, Wheat Flour, Dried Onion, Dried Beef Fat, Citric Acid, Black Pepper), Salt, Pork Gelatine, Barley Malt Extract, Black Pepper.

COOKING INSTRUCTIONS
For best results cook from chilled
To Oven Cook
• Remove all packaging
• Pre-heat oven and place the pie in its foil onto a baking tray on the middle shelf
From Chilled: 180°C/355°F Fan 140°C/Gas 4 35 MINS
From Frozen: 180°C/355°F Fan 140°C/Gas 4 50 MINS
• Check product is piping hot before serving
• Do not reheat
We have given you these cooking instructions as a guide only.

STORAGE
Keep refrigerated. Suitable for freezing. Freeze on purchase and consume within one month. Defrost before cooking.
Once defrosted, do not re-freeze.

CHOSEN BY YOU
We are so confident about the quality of our products that if you are not 100% satisfied – simply return the pack and contents to store on your next visit OR phone 1800 098 0101.
Produced in Ireland, beef from Ireland, packed in the Ireland for Food Stores Limited, Dublin.

CONTACT INFORMATION
Consumer Food Division, FoodCo, Po Box 1113, Dublin 7

NUTRITION
As a guide, we recommend this product provides: 3 servings

	Per 100g	Per 1/3	Reference Intake
	1196kJ	2191cal	8400kJ
	286kJ	524kcal	2000kJ
Fat	15.4g	28.2g	70g
Of which Saturates	7.6g	13.9g	20g
Carbohydrates	25.6g	46.9g	260g
Of which Sugars	1.3g	2.4g	90g
Protein	10.2g	18.7g	50g
Salt	0.7g	1.2g	6g

Each 1/3 pie serving contains:
Energy 1196kJ (282kcal), Fat 15.4g (28.2g), Saturates 7.6g (13.9g), Carbohydrates 25.6g (46.9g), Sugars 1.3g (2.4g), Protein 10.2g (18.7g), Salt 0.7g (1.2g).
Typical energy values per 100g 1196kJ/282kcal

Use by: 21 Jul
Keep Refrigerated
550g

Made in Ireland

1. The name of the food
2. List of ingredients
3. The quantity of certain ingredients
4. Net quantity
5. Instructions for use (if needed)
6. Indication of minimum durability ('Use by' or 'best before' dates)
7. Storage conditions and/or conditions of use
8. Name or business name and address of the food business operator in the EU
9. Place of origin or provenance (if implied)
10. Food allergens (14 in total plus their derivatives)
11. Nutrition information
12. Alcohol strength (for beverages with more than 1.2% alcohol)

List of ingredients



**Why is it
important to know
the ingredients
in a food?**

**Do you check
the ingredients
contained
in foods?**

**What do you
check for?**

List of ingredients



- > The list of ingredients on a food label must have a heading that includes the word 'ingredients.'
- > Ingredients have to be listed in descending order (highest to lowest) of weight as when the product was prepared.

Steak and kidney pie

Ingredients:

Wheat Flour, Water, Vegetable Oil (Rapeseed Oil), Beef (13%), Beef Kidney (10%), Onion, Cornflour, Salt, Dextrose, Yeast Extract, Malted **Barley** Extract, **Milk** Proteins, Black Pepper, Onion Powder, Glucose Syrup.

Fish fingers

INGREDIENTS

Cod (65%), Batter (Water, **Wheat** Flour, Starch (**Wheat**, Potato), Salt, Corn Flour, Vegetable Oil (Palm Oil), Raising Agents (Diphosphates, Sodium Carbonates), Skimmed **Milk** Powder, Dextrose), Breadcrumbs (**Wheat** Flour, Yeast, Water, Salt, Spices, Vegetable Oil (Rapeseed Oil), Colour (Capsanthin)), Vegetable Oil (Sunflower Oil).

Quantity of certain ingredients (QUID)



- When an ingredient appears in the name of the food, or is associated with the food, or is emphasised in the labelling, for example pork sausages, the quantity of the ingredient should be shown to make sure that consumers are not misled.
- This is the Quantitative Ingredient Declaration (QUID).



SUGGESTED COOKING GUIDELINES:

Shallow Fry, Deep Fry or Grill until piping hot.

INGREDIENTS: Pork Meat (55%), Water, Rusk (Wheat flour, Salt, Raising Agent: E503, Pork Rind, Seasoning, Spices, Stabilisers: E450, E451, Preservative: Sulphur Dioxide E220, Flavour Enhancer: E621, Antioxidant: E301, Spice Extract).



INGREDIENTS

Sugar, Almonds (25%), Glucose Syrup, Invert Sugar Syrup, Almond water, Colour: Lutein.

Nutrition information



**What type of
nutrition information
will you find on a
food label?**

**Can nutrition
information help you
compare the amount
of sugar, fat or salt
in foods?**

Nutrition information



- Has to be provided if there is a nutrition claim, for example low fat, or a health claim, for example fibre helps maintain a healthy digestion, on the label.
- Must refer to 100g or 100ml amounts (allows consumer to compare products in different package sizes).
- Must be provided in a tabular or linear format.
- Most pre-packed foods will have to provide nutrition information from 13 Dec 2016.

Nutrition information can be presented in 2 ways

Tabular

	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	Below 0.1g

Linear

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** below 0.1g

Making sense of nutrition information



Remember that 100g of some foods may be more or less than a typical serving.

100g of lasagne is
only a quarter of
serving.

A typical serving of
lasagne is 400g!



100g of bread is
around 4 slices.

A typical serving
of bread is only 2
slices.



Nutrient quantities on food labels – high, medium or low



There is a voluntary scheme in which:

- Levels of four nutrients have been classed as low, medium and high based on the amount of the nutrient per 100g (see table).
- This helps the consumer to judge the levels of fat, sugar and salt from the nutrition label.
- This information is also used for Front of Pack nutrition labelling.

Criteria for 100g of food

Text	LOW	MEDIUM	HIGH
Colour code	Green	Amber	Red
Fat	$\leq 3.0\text{g}/100\text{g}$	$>3.0\text{g}$ to $\leq 20\text{g}/100\text{g}$	$>20\text{g}/100\text{g}$
Saturates	$\leq 1.5\text{g}/100\text{g}$	$>1.5\text{g}$ to $\leq 5.0\text{g}/100\text{g}$	$>5.0\text{g}/100\text{g}$
(Total) Sugars	$\leq 5.0\text{g}/100\text{g}$	$>5.0\text{g}$ and $\leq 15\text{g}/100\text{g}$	$>15\text{g}/100\text{g}$
Salt	$\leq 0.3\text{g}/100\text{g}$	$>0.3\text{g}$ to $\leq 1.5\text{g}/100\text{g}$	$>1.5\text{g}/100\text{g}$

Nutrition information on the Front of Pack

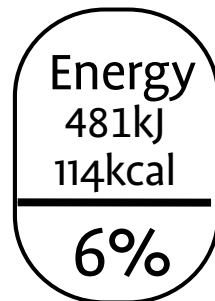


In addition to the nutrition information on the back of pack, many pre-packed foods display nutrition information on the front – this is referred to as Front of Pack labelling (FoP)

- FoP labelling is not mandatory (not required by law).
- It is very useful for comparing similar food products at a glance.
- The FoP label must show energy or energy along with fat, saturates, sugars and salt.
- Percentage Reference Intake information can be given on a per 100g/ml only; per 100g/ml and per portion or on a per portion basis only. Energy value must be given per 100g/ml.

Example of a FoP label

Per portion (30g)



Or can include:

**Fat, Saturates, Sugars & Salt along with Energy
(must include them all)**

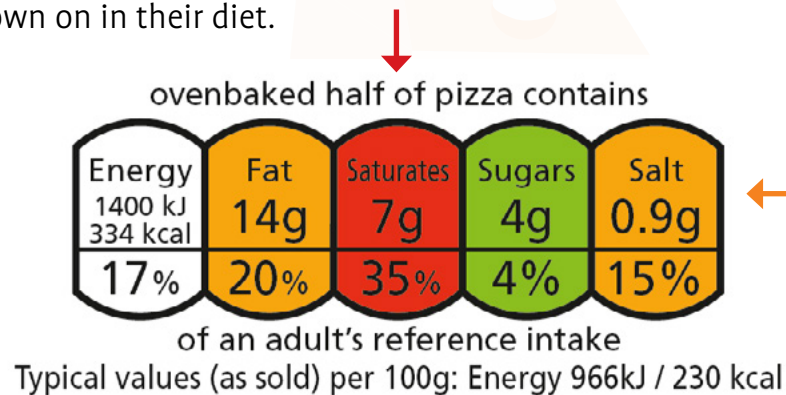
Per 100g: 1602kJ/379kcal
Reference Intake of an average adult
(8400kJ/2000kcal)

Traffic light/colour coding on Front of Pack labelling



- > This is an additional voluntary scheme in the UK which uses colour coding.
- > The colour coding defines the green (low), amber (medium) and red (high) levels of four nutrients.
- > Many foods will have a mixture of red, amber and green. So, when choosing between similar products, choose foods with more greens and ambers, and fewer reds, to ensure healthier choices.
- > Percentage reference intake is given on a per 100g/ml and/or per portion basis.

Red on the front of pack means the food is high in something consumers should try to cut down on in their diet.



← **Amber** means the food isn't high or low in the nutrient, so this is an acceptable choice most of the time.

Green means the food is low in that nutrient.
The more green lights, the healthier the choice.

Reference Intakes (RIs)



Reference Intakes (RIs) are guidelines about the approximate amount of particular nutrients required for a healthy diet.

RI values for adults

Nutrient	Reference Intake
Energy	8400kJ/2000kcal
Total Fat	70g
Saturates	20g
Sugars	90g
Salt	6g

How to calculate percentage Reference Intake of a particular food

$$\frac{\text{Amount of Nutrient per portion}}{\text{Reference Intake value}} \times 100$$

For example – Fat. If the portion of food contains 14g fat then:

$$\frac{14\text{g}}{70\text{g}} \times 100 = \underline{20\%}$$

The portion of food contains 20% of the Reference Intake for fat.

Making healthy food choices



**How does
information on food
labelling help you
make healthier food
choices?**

