

# Feedback?

## How to make a complaint.

If you're concerned or dissatisfied with how food is labelled, you can either contact the shop where you bought the product, or the maker, packer or seller, whose name and address details should be on the label.



## If you think a product is labelled with false or misleading information, contact:

Your local environmental health department of the ten regional health boards.

**Food Safety Authority of Ireland**, Abbey Court,  
Lower Abbey Street, Dublin 1. Tel: **1890 336677**

## If you have any food labelling queries simply contact safefood:

**safefood – the Food Safety Promotion Board**  
7 Eastgate Avenue, Eastgate, Little Island,  
Co. Cork. Tel: **N.I 0800 085 1683**  
**R.O.I 1850 40 4567**  
[www.safefoodonline.com](http://www.safefoodonline.com)



**IT'S IN YOUR HANDS**

**HELPLINE**  
**N.I 0800 085 1683**  
**R.O.I 1850 40 4567**  
[www.safefoodonline.com](http://www.safefoodonline.com)



# How they measure up

A simple guide to food labelling.





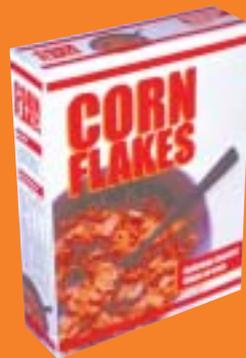
# What's on the label?

## Information on food labels.

The aim of this leaflet is to help you pick out the information you need when you're trying to choose between food products.

Labels may appear to be very different in shape and size, colour and design and in what they tell us about the food or drink inside. But there are some things that are common to labels. They are:

1. Name of the food
2. List of ingredients
3. The quantity of certain ingredients
4. The net quantity
5. Use by or best before dates
6. Place of origin
7. Special storage instructions
8. Instructions for use
9. Name and address of the manufacturer, packer or seller in EU
10. Alcoholic strength of beverages with more than 1.2% alcohol



Three key objectives of the label are:

- To provide information about the product.
- To distinguish the food/drink from others on the shelf.
- Giving information to decide whether the food/drink is safe to eat. For example best before and use by dates

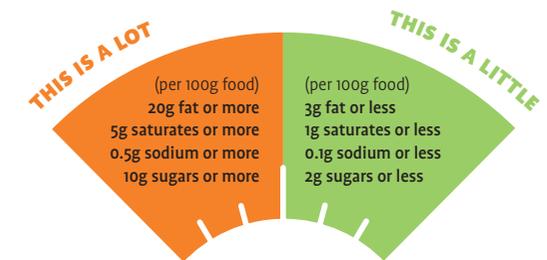


# What does it claim?

## Health and nutrition claims.

Although health claims must not be misleading, there are currently no legally agreed definitions. So it's best to treat all these sorts of claims with care. Some nutrition claims are covered by legislation or guidelines. A few of these are explained below. You can also check some of these by looking at the nutrition information panel.

- Low fat** Less than 3g fat in 100g
- Reduced fat/light** 25% less fat than the standard product
- Low sugar** Less than 5g of sugar per 100g
- No added sugar** No sugars have been added but the product may have natural sugars present
- High fibre** Contains at least 6g of



# The label link...

## How do they help food choices?

If you can't tell exactly what you are buying from the packet, you must check the ingredients.

Ingredients lists do not show the exact amount of any ingredient. However ingredients are listed from the greatest amount added to the least (in descending order).

For example if chicken is listed first on a chicken curry ready meal, then that ready meal has more chicken than any other ingredient.

### INGREDIENTS

Skimmed Milk, Strawberries (4.9%), Non-Fat Milk Solids, Modified Starch, Fructose, Fruit Juice Concentrate (0.55%), Stabilisers: Gelatine, Locust Bean Gum, Artificial Sweeteners: Aspartame, Acesulfame K, Yogurt Cultures with Bifobacteria, Flavouring, Riboflavin, Folic Acid, Vitamin D.

Reading nutrition labels can help you choose foods that are low in sugars, fat and salt.

Food labels give information to compare one food with another and make smart food choices. You might, for example, use the label to choose a food from the meat group that has less fat, yet is high in iron. Or read the label before you buy frozen vegetables; the label, for example, may show that broccoli with sauce has more fat than plain broccoli.

If you learn how to moderate and balance your food choices, you can eat healthy every day. And food labels offer nutrition facts to make smart food choices—for you!