



Notification Number: 2006/37/UK

Voluntary Front of Pack Signpost Nutrition Labelling System

Date received : 25/01/2006
End of Standstill : Closed
Issue of comments by : Austria, Germany
Issue of detailed opinion by : Spain

Message

Message 001

Communication from the Commission - SG(2006) D/50239

Directive 98/34/EC

Notificación - Oznámení - Notifikation - Notifizierung - Teavitamine - Γνωστοποίηση - Notification - Notification - Notifica - Pieteikums - Pranešimas - Bejelentés - Notifika - Kennisgeving - Zawiadomienie - Notificação - Hlášenie-Obvestilo - Ilmoitus - Anmälan : 2006/0037/UK.

No abre el plazo - Nezahajuje odklady - Fristerne indledes ikke - Kein Fristbeginn - Viivituste perioodi ei avata - Καμμία έναρξη προθεσμίας - Does not open the delays - N'ouvre pas de délais - Non fa decorrere la mora - Neietekmē atlikšanu - Atidėjimai nepradedami - Nem nyitja meg a késések - Ma' jiftaħ il-perijodi ta' dawmien - Geen termijnbegin - Nie otwiera opóźnień - Nao inicia o prazo - Neotvorí oneskorenia - Ne uvaja zamud - Määräaika ei ala tästä - Inleder ingen frist.

(MSG: 200600239.EN)

1. Structured Information Line

MSG 001 IND 2006 0037 UK EN 26-04-2006 25-01-2006 UK NOTIF 26-04-2006

2. Member State

United Kingdom

3. Department Responsible

Department of Trade and Industry: Standards and Technical Regulations Directorate

3. Originating Department

Food Standards Agency

4. Notification Number

2006/0037/UK – C60A



5. Title

Voluntary Front of Pack Signpost Nutrition Labelling System

6. Products Concerned

A limited range of prepacked foodstuffs sold in retail outlets to the ultimate consumer.

7. Notification Under Another Act

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8. Main Content

The subject of this notification is draft guidance for a voluntary front of pack signpost labelling scheme. The scheme will present key nutritional information on certain foods in a prominent and easily understandable format and therefore help consumers to make healthier choices. The guidance will also provide a consistent basis for signpost labelling and reduce potential confusion among consumers caused by the increasing use by retailers and manufacturers of different front of pack labelling systems. The UK Food Standards Agency (FSA) is currently conducting a public consultation exercise to gather stakeholders' views on two signposting formats. The results of this exercise will inform the FSA's decision as to which of the two to recommend for adoption. The UK has submitted a separate notification for each format.

This notification is for the Colour Coded GDA format (CGDA) that indicates whether the food product is high, medium or low in fat, saturated fat, sugar and salt, with a corresponding colour code. It also indicates the amount of each nutrient in a serving of the food, together with the Guideline Daily Amount for that nutrient.

It is proposed that signposting be introduced on foods where research has shown consumers have difficulty assessing nutritional quality, and which are eaten frequently or in large quantities. These are: ready meals; breakfast cereals; pizzas; sandwiches; and meal components such as burgers, sausages, pies, breaded, formed or coated meat, meat alternatives, and poultry and fish products. It is not intended to apply the system to primary and minimally processed produce such as cheese, vegetable oils, ham or types of meat.

9. Brief Statement of Grounds

The proposed scheme has been developed by the Agency to meet commitments from the Government's White Paper: Choosing Health, and similar commitments published in Scotland, Wales and Northern Ireland.

The proposed scheme has been developed following a programme of extensive consumer research (all of which is published on the Agency's website - <http://www.food.gov.uk/>). This research has shown that: Consumers want to make healthier food choices, but many have difficulty using nutritional information as currently presented on food labels.

Consumers strongly support a standardised front of pack system, developed and controlled by an independent and authoritative body such as the Agency.

The proposed CGDA system is effective in helping consumers from a wide range of backgrounds to assess quickly and easily the nutrient content of foods, and therefore to make healthier choices. It enables two different products within the same food product category to be more readily compared, but was less well understood than the Multiple Traffic Light format by certain consumers.

10. Reference Documents - Basic Texts



e) No basic texts but information on the consultation exercise is available on <http://www.food.gov.uk/foodindustry/Consultations/>

11. Invocation of the Emergency Procedure

NO

12. Grounds for the Emergency

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13. Confidentiality

NO

14. Fiscal measures

NO

15. Impact assessment

RIA is attached.

16. TBT and SPS aspects

TBT Aspect

NO

The draft does not have a significant effect on international trade.

SPS Aspect

NO

The draft is not a sanitary or phytosanitary measure in the sense of Annex A of the SPS Agreement.

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