(A) Boost food choices with heuristics to support specific goals

↑ Choose More Protein
↑ Choose More Fibre
↑ Choose Raw Foods
↑ Choose Wild Foods
↑ Choose Darker Grains
↓ Choose Less Energy

Increase micronutrient density

Reduce salt intake

Reduce sugar and saturated fats intake
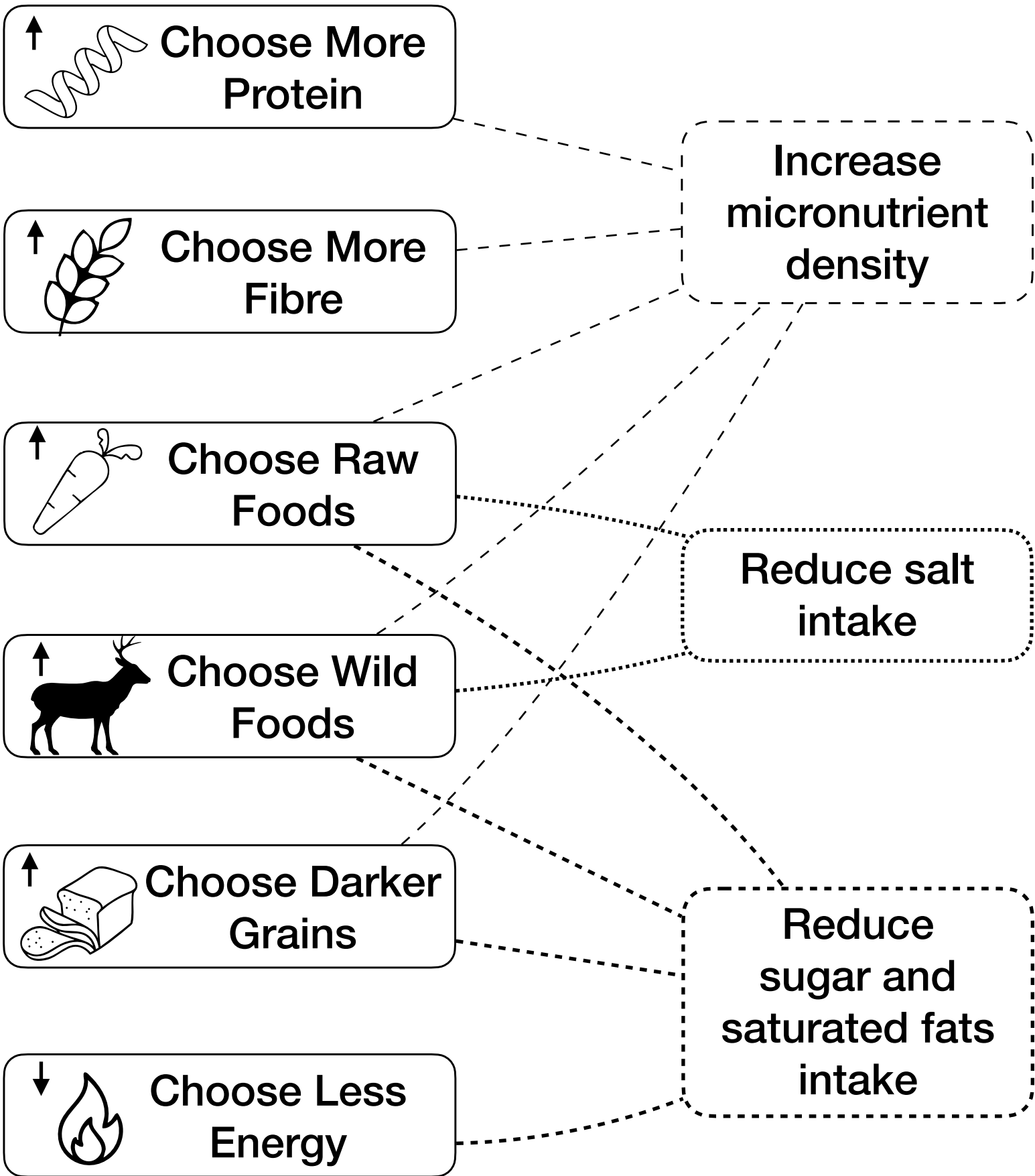
(B) Update nutrition declarations and front-of-pack labels

Make fibre mandatory on nutrition declaration

Nutrition Information	
	Per 100 g
Energy	485 kJ
Fat	8 g
Sat. Fat	3 g
Sugars	9 g
Protein	1,4 g
→ Fibre	3 g
Salt	0,02 g

Add fibre and protein to front-of-pack label*

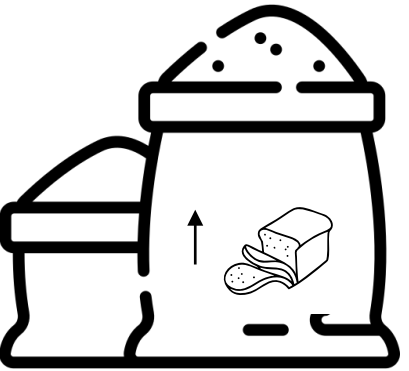| energy 924 kJ 220 kcal	fat 13 g	saturates 5.9 g	sugars 0.8 g	salt 0.7 g	fibre 0.8 g	protein 0.7 g
11%	19%	30%	<1%	12%	<1%	12%

(C) Expand product labelling

Add nutritional information for raw and unpackaged foods

Apples **2**.99

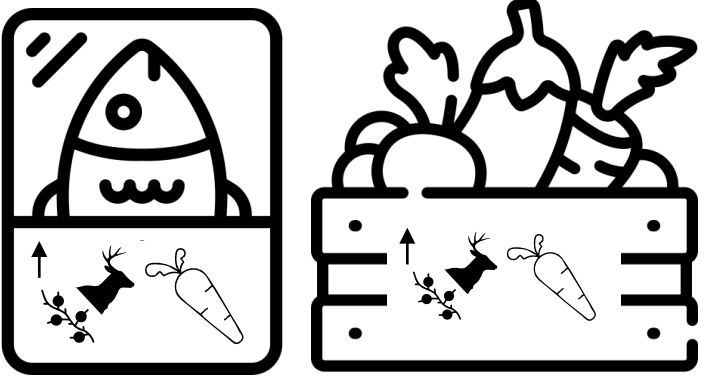| energy 924 kJ 220 kcal	salt 0.7 g	fibre 0.8 g	protein 0.7 g
11%	12%	<1%	12%

e.g., on shelf tags

Use labels to emphasise heuristic cues

For grains

Choose Darker Grains

For meats, fruits, and plants

Choose Wild Foods
Choose Raw Foods