DEAS 803: 2022

ICS 67.230

# DRAFT EAST AFRICAN STANDARD

## Nutrition labelling— Requirements



## EAST AFRICAN COMMUNITY



Second Edition 2022

## Copyright notice

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# Foreword

Development of the East African Standard has been necessitated by the need for harmonizing requirements governing quality of products and services in the East African Community. It is envisaged that through harmonized standardization, trade barriers which are encountered when goods and services are exchanged within the Community will be removed.

In order to achieve this objective, the Community established an East African Standards Committee mandated to develop and issue East African Standards.

The Committee is composed of representatives of the National Standards Bodies in Partner States, together with the representatives from the private sectors and consumer organizations. Draft East African Standards are circulated to stakeholders through the National Standards Bodies in the Partner States. The comments received are discussed and incorporated before finalization of standards, in accordance with the procedures of the Community.

East African Standards are subject to review, to keep pace with technological advances. Users of the East African Standards are therefore expected to ensure that they always have the latest versions of the standards they are implementing.

This East African Standard, DEAS 803:2022, was prepared by the Technical Committee EASC/TC 018, Nutrition and foods for special dietary uses. The Technical Committee is composed of representatives from National Standards Bodies, regulators, academia, the private sector and consumer organizations in Partner States.

This East African Standard is based on CAC/GL 2-1985 (Amended 2013), Guidelines on nutrition labelling'

This second edition (DEAS 803: 2022) cancels and replaces the first edition (EAS 803: 2014), which has been technically revised.

# Introduction

The purpose of this standard is to ensure that:

a) nutrition labelling is effective in:

i. providing the consumer with information about a food so that a wise choice of food can be made;

ii. providing means for conveying information of the nutrient content of a food on the label;

iii. encouraging the use of sound nutrition principles in the formulation of foods which would benefit public health; and

iv. providing supplementary nutrition information on the label;

b) nutrition labelling does not describe a product or present information about it which is in any way false, misleading, deceptive or insignificant in any manner; and

c) no nutritional claims are made without nutrition labelling.

# Nutrition labelling— Requirements

## 1 Scope

This Draft East African Standard specifies requirements for the nutrition labelling of pre-packaged foods. Other specific East Africa Standards may provide additional nutrition information such as the standard for labelling of foods for special dietary uses.

## 2 Normative references

The following documents are referred to in the text in such a way that some or all of their content constitutes requirements of this document. For dated references, only the edition cited applies. For undated references, the latest edition of the referenced document (including any amendments) applies.

EAS 38, *Labelling of pre-packaged foods — General requirements*

EAS 805, *Use of nutrition and health claims — Requirements*

## 3 Terms and definitions

For the purposes of this standard the following terms and definitions shall apply:

**3.1**
**dietary fibre**
carbohydrate polymers with ten or more monomeric units, which are not hydrolysed by the endogenous enzymes in the small intestine of humans and belong to the following categories: edible carbohydrate polymers naturally occurring in the food as consumed; carbohydrate polymers, which have been obtained from food raw material by physical, enzymatic or chemical means and which have been shown to have a physiological effect of benefit to health as demonstrated by generally accepted scientific evidence to competent authorities; synthetic carbohydrate polymers which have been shown to have a physiological effect of benefit to health as demonstrated by generally accepted scientific evidence to competent authorities

**.3.2**
**food**
any substance, whether processed, semi-processed or raw, which is intended for human consumption, and includes drinks, chewing gum and any substance which has been used in the manufacture, preparation or treatment of “food” but does not include cosmetics or tobacco or substances used only as drugs

**3.3**
**nutrient**
substance present in foods when consumed provides energy or materials for growth, development and maintenance of life, a deficit/excess of which will cause characteristic bio-chemical or physiological changes to occur. Example; carbohydrates, proteins, lipids/fats, vitamins and minerals etc,



 

**3.4**
**nutrient declaration**
standardized statement or listing of the nutrient content of a pre-packaged food on a label

**3.5**
**nutrition claim**
any representation which states, suggests or implies that a food has particular nutritional properties including but not limited to the energy value and to the content of protein, fat and carbohydrates, as well as the content of vitamins and minerals. The following do not constitute nutrition claims: the mention of substances in the list of ingredients; the mention of nutrients as a mandatory part of nutrition labelling; and quantitative or qualitative declaration of certain nutrients or ingredients on the label.

**3.6**
**nutrition labelling**
description intended to inform the consumer of nutritional properties of a food and consists of two components: nutrient declaration; and supplementary nutrition information

**3.7**
**Nutrient Reference Values (NRVs)**
set of numerical values that are based on scientific data for purposes of nutrition labelling and relevant claims. They comprise the following two types of NRVs:Nutrient Reference Values - Requirements (NRVs-R) refer to NRVs that are based on levels of nutrients associated with nutrient requirements; and Nutrient Reference Values - Non-communicable Disease (NRVs-NCD) refer to NRVs that are based on levels of nutrients associated with the reduction in the risk of diet-related non-communicable diseases (DRNCDs) not including nutrient deficiency diseases or disorders.

**3.8**
**portion**
amount of food an individual eats for a meal such as lunch or other eating occasion. A portion can be bigger or smaller than a serving and is affected by many factors such as the individual's age, gender, activity level and appetite and where and when the food is obtained and eaten

**3.9**
**polyunsaturated fatty acids**
fatty acids with cis-cis methylene interrupted double bonds

**3.10**
**serving**
a unit of measure for specific amount of food that contains the quantity of nutrients listed on the nutrition label and is normally expressed in household measures such as cups, or pieces as well as in grams and generally reflect the amount an individual might reasonably consume each eating occasion.

**3.11**
**sugars**
all mono-saccharides and di-saccharides present in food

**3.12**
**trans fatty acids**
all the geometrical isomers of monounsaturated and polyunsaturated fatty acids having non-conjugated, interrupted by at least one methylene group, carbon-carbon double bonds in the trans configuration

**3.13**
**front-of-pack**
main display area of a package, being the total area of the surface (or surfaces) that is displayed or visible under customary conditions of retail sale or use
Note 1 to entry: This is the same area of vision where the brand name is displayed on a label

**3.14**
**'front-of-pack nutrition labelling (FOPNL)**
a form of supplementary nutrition information that presents simplified, nutrition information on the front-of-pack of pre-packaged foods. It can include symbols/graphics,colour, text or a combination thereof that provide information on the overall nutrient composition of the food and/or on nutrients included in the FOPNL.

**3.15**
**Front-of-pack warning labeling**
a simple, practical and effective tool to inform the public about products that can harm health and help guide purchasing decisions.

## 4 Guiding principles for nutrition labelling

**4.1** The information for nutrient declaration supplied is for the purpose of providing consumers with a suitable profile of nutrients contained in the food and considered to be of nutritional importance. The information is meant only to convey an understanding of the quantity of nutrients contained in the product. There is no exact quantitative knowledge of what individuals should eat in order to maintain health. A more exact quantitative delineation for individuals is not valid because there is no meaningful way in which knowledge about individual requirements can be used in labelling.

**4.2** The content of supplementary nutrition information will vary from one target population group to another according **[to the national health policy and guidelines and shall comply with the requirements of any applicable East African or national laws, regulations]**

**4.3** Nutrition labelling shall not deliberately imply that a food which carries such labelling has necessarily any nutritional advantage over a food which is not labelled as so.

## 5 Requirements

### 5.1 Nutrient declaration

#### 5.1.1 Application of nutrient declaration

**5.1.1.1** Nutrient declaration shall be mandatory for all pre-packaged foods except where the label cannot carry the information as exempted in EAS 38.

**5.1.1.2** Pre-packaged foods of low nutritional or dietary significance such as spices and condiments as exempted in specific East Africa Standard may not declare their nutritional content

### 5.2 Listing of nutrients

**5.2.1** Pre-packaged food products shall declare on their label the following nutrients:

a) energy value;
b) the amounts of protein, available carbohydrate (that is, dietary carbohydrate excluding dietary fibre), fat, saturated fat, trans fatty acids, sodium and total sugars;
c) the amount of any other nutrient for which a nutrition claim is made; and
d) the amount of any other nutrient considered to be relevant for maintaining a good nutritional status, as required by national legislation.

**5.2.2** Where a claim is made regarding the amount and/or the type of carbohydrate, the amount of total sugars shall be listed in addition to the requirements in 5.2.1. The amounts of starch and/or other carbohydrate constituent(s) may also be listed. Where a claim is made regarding the dietary fibre content, the amount of dietary fibre shall be declared.



 

**5.2.3** Where a claim is made regarding the amount and/or type of fatty acids or the amount of cholesterol, the amounts of saturated fatty acids, monounsaturated fatty acids and polyunsaturated fatty acids and cholesterol should be declared,.

**5.2.4** In addition to the mandatory declaration under 5.2.1, 5.2.2 and 5.2.3, vitamins and minerals may be listed in accordance with the following criteria:

a) only vitamins and minerals for which recommended intakes have been established and/or which are of nutritional importance in the country concerned may be declared; and

b) when nutrient declaration is applied, vitamins and minerals which are present in amounts less than 5 % of the Nutrient Reference Value or of the officially recognized guidelines of the competent authority per 100 g or 100 mL or per serving as quantified on the label should not be declared.

## 5.3 Calculation of nutrients

### 5.3.1 Calculation of energy

The amount of energy to be listed shall be calculated by using the following conversion factors:

| Amount of energy | |
|---|---|
| a) 1 g of carbohydrates is equivalent to | 4 kcal or 17 kJ; |
| b) 1 g of protein is equivalent to | 4 kcal or 17 kJ; |
| c) 1 g of fat is equivalent to | 9 kcal or 37 kJ |
| d) 1 g of alcohol (ethanol) is equivalent to | 7 kcal or 29 kJ; |
| e) 1 g of organic acid is equivalent to | 3 kcal or 13 kJ. |

### 5.3.2 Calculation of protein

The amount of protein to be listed shall be calculated using the formula:

Protein = Total Kjeldahl Nitrogen x 6.25

unless a different factor is given in an East African or National Standard or in the method of analysis for that food.

## 5.4 Presentation of nutrient content

**5.4.1** The declaration of nutrient content shall be numerical. Additional means of presentation may be used.

**5.4.2** Information on energy value shall be expressed in kilojoules and kilocalories per 100 grams or per 100 mililitres. In addition, this information may be given per serving as quantified on the label, per package if the package contains only a single portion or per portion provided that the number of portions contained in the package is stated.

**5.4.3** Information on the amounts of protein, carbohydrate and fat in the food shall be expressed in grams per 100 grams or per 100 mililitres. In addition, this information may be given per serving as quantified on the label, per package if the package contains only a single portion or per portion provided that the number of portions contained in the package is stated.

**5.4.4** Numerical information on vitamins and minerals shall be expressed in metric units and/or as percentage of the NRV per 100 grams or per 100 millilitres or per package if the package contains only a single portion. In addition, this information may be given per serving as quantified on the label or per portion provided that the number of portions contained in the package is stated.

In addition, information on protein and additional nutrients may also be expressed as percentages of the NRV where an NRV has been established.

The following NRVs are for the general population identified as individuals older than 36 months. They shall be used for labelling purposes to help consumers make choices that contribute to an overall healthful dietary intake.

They comprise two types of NRVs: Nutrient Reference Values-Requirements (NRVs-R) shown in Table 1 and Nutrient Reference Values – Non-communicable Disease (NRVs-NCD).

**Table 1 — NRVs-R for the general population**

| **Vitamins (Maximum limits)** | |
|---|---|
| Vitamin A (µg) | 800* |
| Vitamin D (µg) | 5-15 |
| Vitamin C (µg) | 100 |
| Vitamin K (µg) | 60 |
| Vitamin E (mg) | 9 |
| Thiamin (mg) | 1.2 |
| Riboflavin (mg) | 1.2 |
| Niacin (mg NE) | 15 |
| Vitamin B6 (mg) | 1.3 |
| Folate (µg DFE) | 400 |
| Vitamin B12 (µg) | 2.4 |
| Pantothenate (mg) | 5 |
| Biotin (µg) | 30 |
| **Minerals** | |
| Calcium (mg) | 1,000 |
| Magnesium (mg) | 310 |
| Iron (mg) | 14 (15% dietary absorption; Diversified diets, rich in meat fish, poultry, and/or rich in fruit and vegetables)<br>22 (10% dietary absorption; Diets rich in cereals, roots or tubers, with some meat, fish, poultry and/or containing some fruit and vegetables) |
| Zinc (mg) | 11 (30% dietary absorption; Mixed diets, and lacto-ovo vegetarian diets that are not based on unrefined cereal grains or high extraction rate (>90%) flours)<br>14 (22% dietary absorption; Cereal-based diets, with >50% energy intake from cereal grains or legumes and negligible intake of animal protein) |
| Iodine (µg) | 150 |
| Copper µg | 900 |



 

| | |
|---|---|
| Selenium µg | 60 |
| Manganese mg | 3 |
| Molybdenum µg | 45 |
| Phosphorous mg | 700 |
| **Other** | |
| Protein (g) | 50 |
| * For the declaration of β-carotene (Provitamin A) the conversion factor should be used: 1 µg retinol = 6 β-carotene | |

The conversion factors seen in Table 2 for vitamin equivalents in Table 1 provide supporting information for national authorities to enable national authorities to determine the application of NRVs at national level.

**Table 2 — Conversion factors for niacin and folate equivalents**

| **Vitamin** | **Dietary equivalents** | |
|---|---|---|
| Niacin | 1 mg niacin equivalents (NE) = | 1 mg niacin<br>60 mg tryptophan |
| Folate | 1 µg dietary folate equivalents (DFE) = | 1 µg food folate<br>0.6 µg folic acid added to food or as supplement consumed with food<br>0.5 µg folic acid as supplement taken on an empty stomach |

The list below shows the NRVs-NCD:

**Table 3 —NRVs-NCD**

| NRVs-NCD | Maximum limits |
|---|---|
| Saturated fatty acids | 20 g |
| Sodium | 2 000 mg |
| Potassium[a] | 3500 mg |
| [a] Intake levels to achieve | |

**5.4.5** Where serving sizes are normally used, the information required by 5.4.2, 5.4.3 and 5.4.4 may be given per serving only as quantified on the label or per portion provided that the number of portions contained in the package is stated.

**5.4.6** The presence of available carbohydrates shall be declared on the label as "carbohydrates". Where the type of carbohydrate is declared, this declaration shall follow immediately the declaration of the total carbohydrate content in the following format:

"Carbohydrate ... g, of which sugars ... g".

This may be followed by the following: "x" ... g, where "x" represents the specific name of any other carbohydrate constituent.

**5.4.7** Where the amount and/or type of fatty acids or the amount of cholesterol is declared, this declaration shall follow immediately the declaration of the total fat in accordance with 5.4.3.

The following format shall be used:

| | | | |
|---|---|---|---|
| **Total Fat** | | … | g |
| of which | saturated fatty acids | … | g |
| | trans fatty acids | … | g |
| | monounsaturated fatty acids | … | g |
| | polyunsaturated fatty acids | … | g |
| Cholesterol | | … | mg |

## 5.5 Tolerances and compliance

**5.5.1** Tolerance limits shall be set in relation to public health concerns, shelf-life, accuracy of analysis, processing variability and inherent liability and variability of the nutrient in the product, and, according to whether the nutrient has been added or is naturally occurring in the product.

**5.5.2** The values used in nutrient declaration shall be weighted average values derived from data specifically obtained from analyses of products which are representative of the product being labelled.

**5.5.3** In those cases where a product is subject to an East African or National Standard, requirements for tolerances for nutrient declaration established by the standard shall take precedence over this standard.

**5.5.4** When a nutrient is subject to a standard or has been specifically highlighted by a claim, five sample units shall be drawn at random and analyzed as a composite or separately. If the five samples are analysed separately, the test results will be averaged to give a mean result.

**5.5.5** The lot will be deemed to be out of compliance if the result of the analysis is less than the minimum required value. The lot will also be out of compliance if the result of the analysis is less than 90 % of the declared value, or if any one sample has less than 30 % of the declared value.

**5.5.6** The lot will be deemed to be out of compliance if the result of the analysis is greater than the maximum value prescribed. The lot will also be out of compliance if the result of the analysis is more than 110% of the declared value, or if any one sample has more than 170 % of the declared value.

**5.5.7** When a nutrient is present naturally in the food and there is no regulated minimum or maximum 12 sample units shall be drawn at random and then combined to make a composite to be analyzed.

**5.5.8** For vitamin, mineral, protein, carbohydrate, dietary fibre, polyunsaturated fatty acids, monounsaturated fatty acids, or potassium, the nutrient content of the composite must be at least equal to 80 % of the value declared on the label.

**5.5.9** For energy, sugars, fat, saturated fatty acids, cholesterol or sodium, the lot is deemed to be unsatisfactory if the result exceeds 120 % of the declared value.



 

## 6 Principles and criteria for legibility of nutrition labelling

### 6.1 General principles

In the case of nutrition labelling, the principles of 7.1.1, 7.1.2, 7.1.3 and 7.2 of EAS 38 should be applied. 7.1.1, 7.1.2 and 7.1.3 should be applied to any supplementary nutrition labels.

### 6.2 Specific features of presentation

**6.2.1** Nutrient content shall be declared in a numerical, tabular format. Where there is insufficient space for a tabular format, nutrient declaration may be presented in a linear format.

**6.2.2** Nutrients shall be declared in a specific order developed by competent authorities and shall be consistent across food products.

**6.2.3** The font type, style and a minimum font size as well as the use of upper and lower case letters should be considered by competent authorities to ensure legibility of nutrition labelling.

**6.2.4** A significant contrast shall be maintained between the text and background so as to be that the nutrition information is clearly legible.

**6.2.5** The numerical presentation of nutrient content shall be in accordance with the provisions of 5.4.

## 7 Supplementary nutrition information

**7.1** Supplementary nutrition information, when used shall be consistent with [national health policy, guidelines, laws or regulations]

**7.2** The use of supplementary nutrition information on food labels may only be given in addition to, and not in place of, the nutrient declaration. Food group symbols or other pictorial or colour presentations as supplementary nutrition information may be used in addition to nutrient declaration on front of pack nutrition labelling for target populations who have a high illiteracy level and/or little knowledge of nutrition

**7.3** Supplementary nutrition information on labels should be accompanied by consumer education programmes to increase consumer understanding and use of the information.

**7.4** Supplementary nutrition information is intended to increase the consumer's understanding of the nutritional value of their food and to assist in interpreting the nutrient declaration. There are a number of ways of presenting such information that may be suitable for use on food labels

**7.5** Supplementary nutrition information on labels may also include front-of-pack warning labelling information represented by colour codes'