FRONT OF PACK NUTRITION LABELLING: IMPLEMENTATION OF THE NUTRI-SCORE IN FRANCE

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### Social cost of overweight and Obesity in France

<table>
<thead>
<tr>
<th>Nature of the Cost</th>
<th>Cost (Billion €)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Extra cost for the National Health Insurance</td>
<td>13.4</td>
</tr>
<tr>
<td>Disability pensions</td>
<td>3.6</td>
</tr>
<tr>
<td>Prevention expenses</td>
<td>0.1</td>
</tr>
<tr>
<td>Nutritional taxes</td>
<td>-0.4</td>
</tr>
<tr>
<td>Pensions savings</td>
<td>-7.2</td>
</tr>
<tr>
<td><strong>Costs for Public finances (CPF)</strong></td>
<td><strong>9.5</strong></td>
</tr>
<tr>
<td>Losses dues to absenteeism and market place exclusion of obese people</td>
<td>7.1</td>
</tr>
<tr>
<td>Expenses not reimbursed by the National Health Insurance</td>
<td>0.7</td>
</tr>
<tr>
<td><strong>External costs (EC)</strong></td>
<td><strong>9.1</strong></td>
</tr>
<tr>
<td><strong>Total annual Social Cost  ([(1+\alpha) \times CPF + EC])</strong></td>
<td><strong>20.4</strong></td>
</tr>
</tbody>
</table>

Source: Ministry of finances 2016 (data 2012)
A simple, evidence-based and readable graphic system

A triple objective
- Inform the consumer at the time of purchase to include the nutrition dimension in the selection criteria (in addition to price, practicality, taste, notoriety, label ...) and help them make healthier choices;
- Encourage producers to improve the nutritional quality of products;
- Facilitate professional nutrition advice.

A long decision-making process
- Concertation with all stakeholders / agreement on the methodology;
- Scientific works (validation on the nutrient profile system and graphic format);
- Regulation : Law / implementation Decrees.

- Decree signed (October 2017, 31st) by the ministers in charge of Health, Agriculture, Economy : the choice of the Nutri score
Classification with Nutri score from the mandatory nutritional declaration

Computation based on Nutrient Profile FSA/OFCOM

Nutritional declaration

- Energy (KJ)
- Sugars (g)
- Saturated fatty acids (g)
- Sodium (mg)

Fruits, veg, nuts (%)
- Fibres (g)
- Proteins (g)

List of ingredients

INGRÉDIENTS : PÂTES ALIMENTAIRES, TOMATES (TOMATES, JUS DE TOMATES, SEL, ACIDE CITRIQUE-ACIDULANT), PROTÉINE DE SOJA TEXTURISÉE (EAU, GLUTEN DE BLÉ, ISOLAT DE PROTÉINE DE SOJA, SUCRE, SAVOYER NATURELLE, POUVOIR D'OIGNON, POUVOIR D'AIL, EXTRACT DE LÉVURE AUTOULYSÉE, JUS DE CANNE À sucRES ÉLABORÉS SEL, PROTEINE DE POIS

Nutrients to limit
- Energy (KJ)
- Sugars (g)
- Saturated fatty acids (g)
- Sodium (mg)

Elements to increase
- Fruits, veg, nuts (%)
- Fibres (g)
- Proteins (g)

Adaptations for 3 food groups:
- Added fats: butter, oils,
- Cheeses
- Beverages

Score FSA

<table>
<thead>
<tr>
<th>Foods (points)</th>
<th>Beverages (points)</th>
<th>Color</th>
</tr>
</thead>
<tbody>
<tr>
<td>Min to -1</td>
<td>Water</td>
<td>Green</td>
</tr>
<tr>
<td>0 to 2</td>
<td>Min to 1</td>
<td>Green</td>
</tr>
<tr>
<td>3 to 10</td>
<td>2 to 5</td>
<td>Yellow</td>
</tr>
<tr>
<td>11 to 18</td>
<td>6 to 9</td>
<td>Orange</td>
</tr>
<tr>
<td>19 to Max</td>
<td>10 to Max</td>
<td>Dark</td>
</tr>
</tbody>
</table>

Higher nutritional quality

Lower nutritional quality

NUTRI-SCORE A B C D E
Exemples
Tools to ease Nutri-score implementation

A single website to provide comprehensive information:

https://www.santepubliquefrance.fr/Sante-publique-France/Nutri-Score

Any eligible Company wishing to use the Nutri-Score:

- Notifies its will to Public Health France by registering online:
  https://tps.apientreprise.fr/commencer/enregistrement_nutri-score

- Commits to comply with the « Usage Charter for the Nutri-Score logo » (registered at the INPI (in France) and EUIPO-European Union Intellectual Property Office)

- Has 24 months to affix the Nutri-Score on all its products

- Must send to the OQALI a file with various data (nutritional quality of the foods)
Many tools to implement the Nutri-score (II)

- A graphic charter
- An official « calculator » to classify all products according to the Nutri-Score (available within a few weeks)
- A file to fill in and send to the « observatory for food quality » (OQALI)
- A « Questions and Answers » to answer all specific questions
Tailored communication

➢ To the Companies
  • During food professional meetings in the various regions in France
  • The 15th of February 2018 with the already engaged Companies

➢ To the media

➢ To the Public and Consumers
  • Internet
  • A leaflet (coherence)
  • A large media campaign (soon)

➢ To the Health Professionals
A huge support from the civil society

During the concertation process, one main idea:

- To have a unique and scientifically validated Front-of-pack nutrition labelling to avoid confusion

40 main public health, scientific, patient, consumer, family NGO’s signed in December 2017 a petition

«Yes to Nutri-Score on our food; No to interference attempts by some manufacturers”
The current situation

34 Food Companies and 5 main retailers (for their own brand products) notified their will to use Nutriscore

- Auchan, Casino, Intermarché, Leclerc, Lidl
- Bonduelle, Danone, Fleury Michon, McCain, Materne Mont Blanc, William Saurin, Père Dodu...

Smaller companies

Various categories of products: all foods (for retailers) dairy, meats, vegetables, canned prepared foods, processed meats

In 3 months: about 15-20% of the French food market

Already on E Shopping

And shops
From retailers: about 25% of the foods are reformulated before changing the food packages to put a « better » Nutri-Score.
Merci