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PREVENTIA

NCDs prevention and health promotion
through training, networking and
awareness-raising across the EU

Understanding food packaging and labelling

School training

Name of the school, country

Date

Delivered by: name of the educator

Project #:101128898

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- 1. Introduction to food labelling and packaging
- 2. Labelling in the EU
- 3. Misleading labels
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Labelling

INFORMATIONS NUTRITIONNELLES			
Valeurs moyennes	POUR 1 PORTION de 350 g % des AQR		POUR 100 g
Energie	1694 kJ - 403 kcal	20%	484 kJ - 115 kcal
Matières grasses	15 g	21%	4,3 g
dont Saturées	6,3 g	32%	1,8 g
Glucides	42 g	16%	12 g
dont Sucres	11 g	12%	3,1 g
Protéines	25 g	50%	7,1 g
Sel	3 g	50%	0,87 g

AQR = Apport Quotidien de Référence pour un adulte-type (8400 kJ / 2000 kcal). Cette barquette contient 1 portion.

INGRÉDIENTS

Garniture 92,7% : eau - viande de bœuf 16,2%* (origine France) - tomates 10,2%* - **emmental** 4,4%* (lait - sel - ferments lactiques - enzyme coagulante - féculé de pomme de terre) - jus de tomates 4,4%* - double concentré de tomates 2,9%* - carottes - oignons - amidon transformé de maïs - lait écrémé en poudre - crème fraîche - vin blanc - farine de blé - huile de colza - basilic - sel - fond de veau (jus concentré d'os et de viande de bœuf - os et extrait de veau - sel - graisse de bœuf - carottes - oignons - champignons - poireaux - ail - tomate en poudre - eau - épices et extrait d'épices - aromates) - ail - arôme naturel de poivre - sucre - thym - épaississant : gomme xanthane - arôme naturel de muscade avec autres arômes naturels - cumin - origan. *Pourcentages exprimés sur la garniture.

Pâtes à lasagnes 7,3% : semoule de blé dur - eau.

Traces de céleri, moutarde, crustacés, mollusques, poisson, œuf.

Les informations en gras sont destinées aux personnes intolérantes ou allergiques.

Packaging



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Food labelling

Information on the food product:

- Ingredients
- Allergens
- Energy value
- Nutritional values

→ Tool to better understand what we consume

INFORMATIONS NUTRITIONNELLES			
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		% des AQR	
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Pâtes à lasagnes 7,3% : semoule de **blé** dur - eau.

Traces de **céleri**, **moutarde**, **crustacés**, **mollusques**, **poisson**, **œuf**.

Les informations en **gras** sont destinées aux personnes intolérantes ou allergiques.



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Preventia

Preventing diabetes, obesity, and cardiovascular diseases

Food packaging

The packaging serves to **protect and preserve** a food product:

- Store food and beverages in hygienic manner.
- Protect food products from outside influences and damage.
- Retard product deterioration.



It is the **'face'** of a food product:

- It is designed to enhance the product image.
- It differentiates a product from the competition.
- Brand: the producer of the product.
- Health or environmental claims.
 - Logos & symbols.



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Labelling

How to understand it?



INGREDIENTS: CEREAL (RICE, WHOLE GRAIN WHEAT, SUGAR, WHEAT BRAN, SOLUBLE WHEAT FIBER, SALT, MALT FLAVORING, MALTODEXTRIN, VITAMIN B₁ [THIAMIN MONONITRATE], VITAMIN B₂ [RIBOFLAVIN]), CORN SYRUP, SOLUBLE CORN FIBER, FRUCTOSE, STRAWBERRY FLAVORED FRUIT PIECES (SUGAR, CRANBERRIES, CITRIC ACID, NATURAL STRAWBERRY FLAVOR WITH OTHER NATURAL FLAVORS, ELDERBERRY JUICE CONCENTRATE FOR COLOR, SUNFLOWER OIL), SUGAR, VEGETABLE OIL (SOYBEAN AND PALM OIL WITH TBHQ FOR FRESHNESS, PARTIALLY HYDROGENATED PALM KERNEL OIL), MALTODEXTRIN, CONTAINS 2% OR LESS OF DEXTROSE, SORBITOL, GLYCERIN, NONFAT MILK, NATURAL AND ARTIFICIAL STRAWBERRY FLAVOR, SOY LECITHIN, SALT, NATURAL AND ARTIFICIAL FLAVOR, NIACINAMIDE, COLOR ADDED, VITAMIN B₆ (PYRIDOXINE HYDROCHLORIDE), BHT (PRESERVATIVE).



Organic Porridge Oat Flakes ingredients: Organic Porridge OAT Flakes.



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Labelling in the EU

In the European Union, the law requires to include the following information on the label:

- List of ingredients
 - Ingredients causing allergies or intolerances
 - Nutritional values
 - Net quantity
- Country of origin or place of provenance
- Name and address of the food business operator
 - ‘Best before’ or ‘use by’ date
 - Storage or usage conditions
 - Instructions for use



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The labels

INGRÉDIENTS

Garniture 92,7% : eau - viande de bœuf 16,2%* (origine France) - tomates 10,2%* - **emmental** 4,4%* (**lait** - sel - ferments lactiques - enzyme coagulante - féculé de pomme de terre) - jus de tomates 4,4%* - double concentré de tomates 2,9%* - carottes - oignons - amidon transformé de maïs - **lait** écrémé en poudre - **crème** fraîche - vin blanc - farine de **blé** - huile de colza - basilic - sel - fond de veau (jus concentré d'os et de viande de bœuf - os et extrait de veau - sel - graisse de bœuf - carottes - oignons - champignons - poireaux - ail - tomate en poudre - eau - épices et extrait d'épices - aromates) - ail - arôme naturel de poivre - sucre - thym - épaississant : gomme xanthane - arôme naturel de muscade avec autres arômes naturels - cumin - origan. *Pourcentages exprimés sur la garniture.

Pâtes à lasagnes 7,3% : semoule de **blé** dur - eau.

Traces de **céleri, moutarde, crustacés, mollusques, poisson, œuf**.

Les informations en **gras** sont destinées aux personnes intolérantes ou allergiques.

- Content of the product
- In order of quantity
- Allergens in bold

The longer the list is, the more processed the product is!



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The labels

Additives: preservatives, flavours and colourings

- Change/improve taste and texture.
- Keep the food fresh for longer.
- Can be hazardous to health.
- Begin with the letter E and are followed by numbers (E100 - E1518).



The labels

Additives: preservatives, flavours and colourings

- **Blue:** E131 (patent blue V), E133 (bright blue FCF)
 - **Green:** E143 (chlorophyllin)
 - **Yellow:** E102 (Tartrazine), E103 (Alkannine), E104 (quinoline yellow)
- **Red:** E120 (Carminic acid), E122 (Azorubin), E123 (Amaranth), E124 (Culvert 4R), E127 (Erythrosine), E129 (Allura Red AC)
 - E950 (Acesulfame K)
 - E951 (Aspartame)
 - E621 (Monosodium glutamate)
 - E251 (Sodium nitrate)

Some additives can be dangerous for your health!



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The labels

Allergens

Must be clearly indicated in the list of ingredients

- **Bold, italic, colour,...**



Gluten

1



Crustaceans

2



Eggs

3



Fish

4



Milk

5



Soy

6



Milk

7



Nuts

8



Celery

9



Mustard

10



Sesame

11



Sulfites

12



Lupins

13



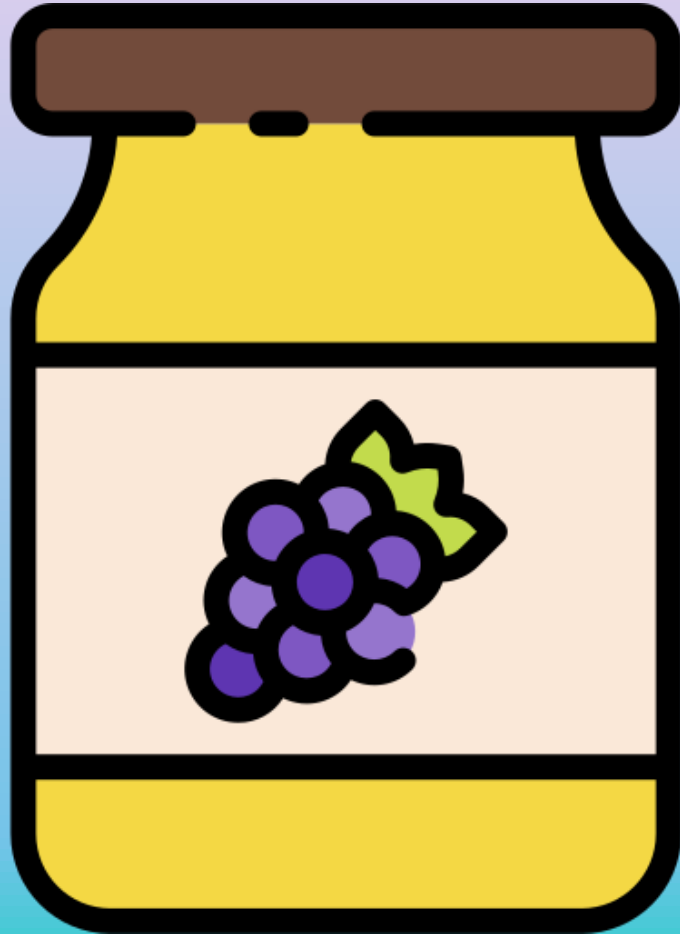
Molluscs

14



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It's your turn to play!



Look at the labels
and find the
ingredients you
should avoid



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Muesli 30.6% [raisins 12%, oat flakes 11%, coconut 4.6%, maize petals 3% (maize 2.8%, **sugar**, salt, **barley** malt extract)], **sugar**, wheat flour 14%, **palm oil**, skimmed milk powder, **glucose syrup**, **stabiliser (sorbitol)**, wild fruit puree 2.6% [blackberry puree 1% (blackberry puree equivalent 1%), blueberry puree concentrate 0.9% (blueberry puree equivalent 1%), raspberry puree concentrate 0.6% (raspberry puree equivalent 1.1%)], blueberry chips 1.2% [**sugar**, blueberry pulp 0.3%, apple pulp 0.2%, pineapple fibre, **thickeners (sodium alginate, dicalcium orthophosphate)**, **flavouring**, **acidity regulator (citric acid)**, **anthocyanin colour**], **modified starch**, **raising agent (disodium diphosphate, sodium hydrogen carbonate)**, apple puree concentrate 0.7% (apple puree equivalent 4.5%), **humectant (glycerol)**, wheat fibre, salt, **flavourings**, citrus fibre, **acidifier (citric acid)**, **gelling agent (pectins)**, **acidity regulator (trisodium citrate)**.



Can you spot any unhealthy ingredients?



List of ingredients:

Muesli 30.5% [raisins 11.9%, OAT flakes 11%, coconut 4.6%, corn flakes 3% (maize 2.8%, sugar, salt, barley malt extract)], WHEAT flour 14%, sugar, palm oil, glucose syrup, skimmed milk powder, stabilizer (sorbitol syrup), berry puree 2.3% [blackberry puree 0.9%, blueberry puree 0.9%, raspberry puree 0.4%, raspberry puree concentrate 0.1% (raspberry puree equivalent 0.8%)], blueberry nuggets 1.4% [sugar, blueberry puree 0.4%, apple puree 0, 2%, acidity regulator (citric acid), pineapple fiber, gelling agent (sodium alginate), flavor, stabilizer (dicalcium phosphate), color (anthocyanins)], glucose-fructose syrup, raising agents (diphosphates, sodium carbonates), modified starch, apple puree concentrate 1% (apple puree equivalent 4.5%), humectant (glycerol), WHEAT fibers, salt, flavors, citrus fibers, acidity regulator (sodium citrates), acidifier (citric acid), gelling agent (pectins), antioxidant (ascorbic acid).

Can you spot any unhealthy ingredients?



Additives :

E420i - Sorbitol
E401 - Sodium alginate
E330 - Citric acid
E163 - Anthocyanins
E14XX - Modified starches
E450i - Sodium acid pyrophosphate
E500ii - Sodium hydrogen carbonate

TOTAL: 17

List of ingredients:

Muesli 30.5% [raisins 11.9%, OAT flakes 11%, coconut 4.6%, corn flakes 3% (maize 2.8%, **sugar**, salt, barley malt extract)], WHEAT flour 14%, **sugar, palm oil, glucose syrup**, skimmed milk powder, **stabilizer (sorbitol syrup)**, berry puree 2.3% [blackberry puree 0.9%, blueberry puree 0.9%, raspberry puree 0.4%, raspberry puree concentrate 0.1% (raspberry puree equivalent 0.8%)], blueberry nuggets 1.4% [**sugar**, blueberry puree 0.4%, apple puree 0.2%, **acidity regulator (citric acid)**, pineapple fiber, **gelling agent (sodium alginate)**, flavor, **stabilizer (dicalcium phosphate)**, color (anthocyanins)], **glucose-fructose syrup**, raising agents (diphosphates, sodium carbonates), modified starch, apple puree concentrate 1% (apple puree equivalent 4.5%), **humectant (glycerol)**, WHEAT fibers, salt, flavors, citrus fibers, **acidity regulator (sodium citrates)**, **acidifier (citric acid)**, **gelling agent (pectins)**, **antioxidant (ascorbic acid)**.



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Can you spot any unhealthy ingredients?

List of ingredients:
Whole milk, cream, raspberry
12%, sugar 7.8%, fructose,
modified starch, colouring:
anthocyanins, flavourings,
thickeners: guar gum - xanthan
gum, pectin, lactic ferments,
milk proteins.



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Can you spot any unhealthy ingredients?

List of ingredients:
Whole milk, cream,
raspberry 12%, **sugar** 7.8%,
fructose, **modified starch**,
colouring: anthocyanins,
flavourings, **thickeners:**
guar gum - xanthan gum,
pectin, lactic ferments, milk
proteins.

Additives:
E14XX - Modified
starches
E163 - Anthocyanins
E412 - Guar gum
E415 - Xanthan gum
E440 - Pectins

TOTAL: 7



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Can you spot any unhealthy ingredients?



List of ingredients:

Rice, sugar, chocolate (4%) (sugar, cocoa mass), low fat cocoa powder, salt, barley malt extract, flavouring.

Vitamins and Minerals: calcium carbonate, vitamins (PE B6, B2, B1, B9, D, B12), iron.



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Can you spot any unhealthy ingredients?



List of ingredients:

Rice, **sugar**, chocolate (4%)
(**sugar**, cocoa mass), low fat
cocoa powder, salt, barley malt
extract, **flavouring**.

Vitamins and Minerals: calcium
carbonate, vitamins (PE B6, B2,
B1, B9, D, B12), iron.

TOTAL: 3



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Can you spot any unhealthy ingredients?



List of ingredients:

Sugar, wheat flour, cocoa butter, vegetable fats (coconut, palm kernel, palm), cocoa mass, skimmed milk powder, whey powder (from milk), concentrated butter, sunflower oil, emulsifiers (soya lecithin, E476, sunflower lecithin), salt, coffee extract, flavours.



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Can you spot any unhealthy ingredients?



Additives :
E322i - Lecithin
E476 - Polyglycerol
esters of castor oil
fatty acids

TOTAL: 5

List of ingredients:

Sugar, wheat flour, cocoa butter, vegetable fats (coconut, palm kernel, palm), cocoa mass, skimmed milk powder, whey powder (from **milk**), concentrated butter, sunflower oil, **emulsifiers (soya lecithin, E476, sunflower lecithin)**, salt, coffee extract, **flavours**.

Can you spot any unhealthy ingredients?



List of ingredients:

Organic dark chocolate 55% (organic cocoa paste, organic cane sugar, organic cocoa butter), organic brown rice 45%



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Can you spot any unhealthy ingredients?



List of ingredients:

Organic dark chocolate 55% (organic cocoa paste, **organic cane sugar**, organic cocoa butter), organic brown rice 45%

TOTAL: 1



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Pre^{vent}entia

Preventing diabetes, obesity, and cardiovascular diseases

Can you spot any unhealthy ingredients?



List of ingredients:
Soaked dry white beans,
water, salt.



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Can you spot any unhealthy ingredients?



List of ingredients:
Soaked dry white beans,
water, salt.

TOTAL: 0



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The packaging

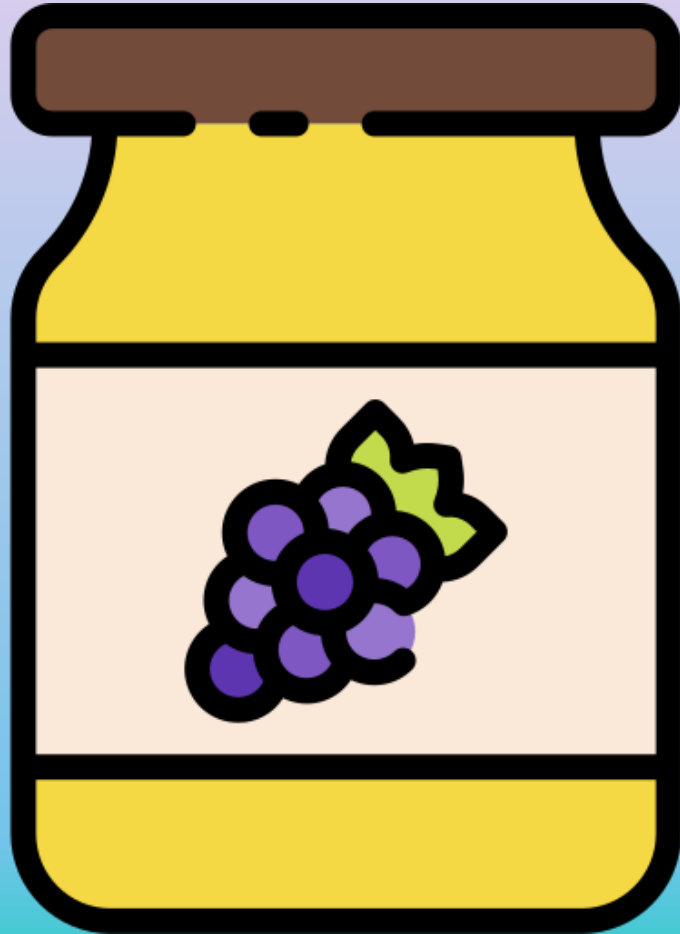


- On the packaging you will find:
- What the product looks like
 - **Brand:** who produces the product
 - **Health & environmental claims**
 - **Logos & symbols**



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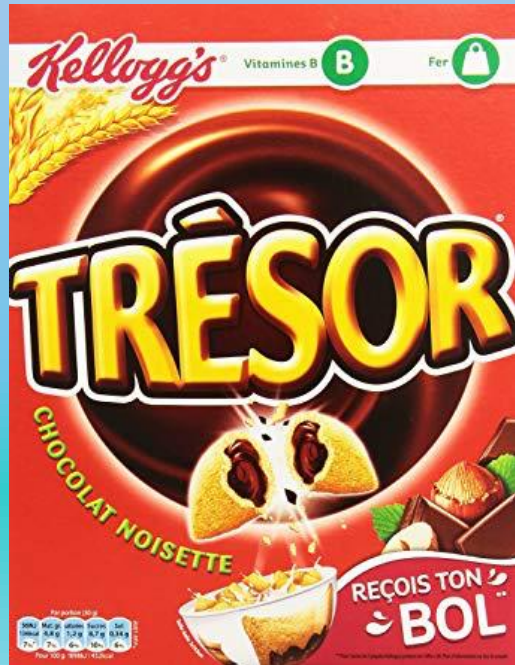
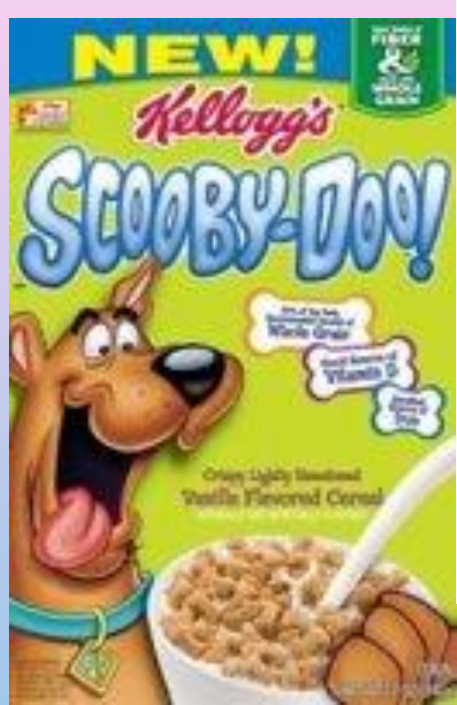
It's your turn to play!



Find the traps in
these packages



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Misleading packaging



- Food manufacturers target children with packages designed to draw their attention:
- Favourite heroes
 - « Good » for children
 - Colourful packages
 - Prizes



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Health claims

Make people believe that certain food products are good for our health.

⚠ **Some claims are misleading!**

Just because a product has a good component, doesn't mean there are no other bad ingredients.



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Beware of misleading packaging

Be careful! Even though there is fruit on the packaging, it doesn't mean that the product is full of fruits!



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Beware of ads

Be careful! Even if your favorite heroes are in the ad, that does not mean that the product is good for you!



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designed by  freepik

Logos & symbols

- Some logos are official and approved by national or international authorities. They are used to ensure:
- The origin of the product.
 - The production method.
 - Whether the product contains or does not contain certain components (gluten-free, plant-based).



Use your critical mind!

Always **think critically** before choosing a product.

- **Read the labels**, giving special attention to the list of ingredients and the nutritional values.
- Ask yourself if the product is **good for your health** or not.
- **Choose healthy products**: you will feel better and you will prevent NCDs!



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End of part 1

Name of the trainer

Email address

Logo of the organisation



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