Alternative front-of-pack systems
Nutri-Score

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FOPL proposal

• Based on scientific literature
  – Summary labels > nutrient-based labels
    • In particular for vulnerable populations
  – Affixed on all foods > Affixed on a fraction of foods
  – Colour-coded schemes > numerical information
    • Use of ‘semantic’ colours
→ Development of a graded coloured summary label
## Nutrient profiling system: FSA/ofcom score

<table>
<thead>
<tr>
<th>Nutrient/100g</th>
<th>Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>Energy (KJ)</td>
<td>0-10</td>
</tr>
<tr>
<td>Sugars (g)</td>
<td>0-10</td>
</tr>
<tr>
<td>Saturated fat (g)</td>
<td>0-10</td>
</tr>
<tr>
<td>Sodium (g)</td>
<td>0-10</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Element/100g</th>
<th>Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fruit, vegetables and nuts (%)</td>
<td>0-5</td>
</tr>
<tr>
<td>Fibres (g)</td>
<td>0-5</td>
</tr>
<tr>
<td>Proteins (g)*</td>
<td>0-5</td>
</tr>
</tbody>
</table>

Nutritional values and list of ingredients are used

*Proteins are not taken into account if Total of A points >11*

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Theoretical framework

Nutrient profiling system
Adapted from Townsend et al., 2010
- Application
  - Transposition to diet
    - Prospective association health

Graphical design
Adapted from Grunert et al., 2007
- Perception
  - Attitude
  - Understanding
    - Use in purchasing situation
      - Potential impact on health
Studies performed - Application

Nutrient profiling system
Adapted from Townsend et al., 2010

Application

- Tested in 4 databases
- Hierarchy between food groups
  - Fruits and vegetables vs.
  - Snacking products
- High variability within food groups
  - Substitution of foods

Julia et al., Nutr J. 2015 Sep 28;14:100
Studies performed – Attitudes & Understanding

- **Attitudes**
  - Nutri-Score: easy to identify and to understand
  - GDA: complex and long to understand

- **Objective understanding**
  - All labels improve understanding compared to a no labeling situation
  - Nutri-Score
    - The most efficient
    - In all sub-groups of the population
      - Vulnerable populations
      - ORs up to 20 for subjects with no nutrition knowledge

Graphical design
Adapted from Grunert et al., 2007
Studies performed - Purchases

Multiple settings
- Online experimental supermarket
- Experimental supermarket
- Large scale trial
- Frame-field experiment

Comparison of formats
- Effects on the nutritional quality of purchases

Graphical design
Adapted from Grunert et al., 2007

Perception

Attitude
Understanding

Use in purchasing situation
Large scale trial

- Improvement of the shopping cart
  - + 4.5%
  - + 3.9%
  - + 3.3%

- Sub-group analysis
  - Nutri-Score: Higher impact in lower income groups (subjects buying less expensive products)
  - Nutri-Score: No deterioration of the nutritional quality of the shopping cart in any subgroup
Signature of the inter-ministerial order

• On October 31st, 2017
• Signature by
  – Minister of Health
  – Minister of Agriculture
  – Secretary of economy
• 12 months after implementation
  – >80 brands have pledged for the Nutri-Score
Conclusion

• Selection of the Nutri-Score based on scientific studies
  – Example of research informing policy-making
  – Key support
    • Consumer associations
    • Civil society
• >80 brands have pledged to put the Nutri-Score on pack
  – 20% of market share
  – Major retailers for their own brand
• Follow-up and monitoring structures set up to ensure scientific evaluation of the measure
References

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20. Ruffieux, B. and Muller, L.- Research paper n°2011-01
22. Crosetto, P., Lacroix, A., Muller, L., and Ruffieux, B. Cahiers de Nutrition et de Diététique 2017