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## Company front of pack nutrition labelling initiative

On 8 March 2017, six companies – the Coca-Cola Company, Mars, Mondelez, Nestlé, PepsiCo and Unilever – acknowledged that their current simplified front of pack nutrition labelling scheme could be enhanced by adding traffic light colour-coding; they also proposed that integrating portion sizes into the colour-coding would further enhance it.

EHN is in favour of a traffic light colour-coding system on the front of pack; however EHN's position is that colour-coding should be based and presented on a per 100g/ml basis. This is because:

- a) the purpose of the colours is to indicate the nutritional quality of the food
- b) it is easier to compare the nutritional quality on a 100g/ml basis compared
- c) there is no evidence that the provision of nutrition information on a per portion basis can reduce consumption
- d) basing the colour-coding on portion sizes will result in some products changing from red for a larger portion to amber for a smaller portion (or amber to green); this may not have the effect sought, namely to reduce consumption – it could have the opposite effect.

The six companies have invited stakeholders to be part of a Taskforce, the purpose of which is to assess the feasibility and level of support for incorporating a portion element in the UK colour-coded scheme, focusing on three elements: 1) defining portion size; 2) colour calculation algorithm; and 3) enhancing portion communication to consumers.

EHN is in favour of a mandatory Europe-wide scheme: we believe that the best scheme should be available to all Europeans. We have always supported the UK traffic light scheme and we continue to recommend a mandatory Europe-wide front of pack nutrition labelling scheme using traffic light colours. Until such a scheme is in place, we urge the food industry and retailers to respect and comply with schemes that are recommended by national governments.

EHN is not endorsing the six companies' proposal and has not accepted to be part of the Taskforce. EHN has accepted to take part in a first meeting as an observer. Following this meeting, we will review whether to join the Taskforce, and if so in which capacity.