

20 ottobre 2022



“Nutriscore vs Nutrifarm Battery”

Andrea Ghiselli

Scelte salutari e «informate»



Farm to Fork Strategy

For a fair, healthy and environmentally-friendly food system

2.4. Promoting sustainable food consumption and facilitating the shift to healthy, sustainable diets

Current **food consumption** patterns are unsustainable from both health and environmental points of view. While in the EU, average intakes of energy, red meat³³, sugars, salt and fats continue to exceed recommendations, consumption of whole-grain cereals, fruit and vegetables, legumes and nuts is insufficient³⁴.



Reversing the rise in overweight and obesity rates across the EU by 2030 is critical. Moving to a more plant-based diet with less red and processed meat and with more fruits and vegetables will reduce not only risks of life threatening diseases, but also the environmental impact of the food system³⁵. It is estimated that in the EU in 2017 over 950,000 deaths (one out of five) and over 16 million lost healthy life years were attributable to unhealthy diets, mainly cardiovascular diseases and cancers³⁶. The EU's 'beating cancer' plan includes the promotion of healthy diets as part of the actions for cancer prevention.

The provision of clear information that makes it easier for consumers to choose healthy and sustainable diets will benefit their health and quality of life, and reduce health-related costs. To empower consumers to make informed, healthy and sustainable food choices, the Commission will propose harmonised mandatory front-of-pack nutrition labelling and will consider to propose the extension of mandatory origin or provenance indications to certain products, while fully taking into account impacts on the single market. The Commission will also examine ways to harmonise voluntary green claims and to create a sustainable labelling framework that covers, in synergy with other relevant initiatives, the nutritional, climate, environmental and social aspects of food products. The Commission will also explore new ways to provide information to consumers through other means including digital, to improve the accessibility of food information in particular for visually impaired persons.

To improve the **availability and price** of sustainable food and to promote healthy and sustainable diets in institutional catering, the Commission will determine the best way of setting minimum mandatory criteria for sustainable food procurement. This will help cities, regions and public authorities to play their part by sourcing sustainable food for schools, hospitals and public institutions and it will also boost sustainable farming systems, such as organic farming. The Commission will lead by example and reinforce sustainability standards in the catering contract for its canteens. It will also review the EU school scheme to enhance its contribution to sustainable food consumption and in particular to strengthen educational messages on the importance of healthy nutrition, sustainable food production and reducing food waste.



Tipologie e formati di FOP in Europa e altrove



JRC SCIENCE FOR POLICY REPORT

Front-of-pack nutrition labelling schemes: a comprehensive review

S Stordick/leek genannt Borsmann, C Marantola, E Cirio, R van Bevel, J Wollgast

2020

Taxonomies put forward in the literature				Examples of FOP schemes		Developer	EU Member State
Nutrient-specific labels	Numerical	Non-directive	Reductive (non-interpretative)	Reference Intakes label		Private	Across the EU
				NutriInform Battery		Public	IT
	Colour-coded	Semi-directive	Evaluative (interpretative)	UK FOP label		Public	UK
				Other 'traffic light' labels		Private (retailers)	PT, ES
Summary labels	Positive (endorsement) logos	Directive	Evaluative (interpretative)	Keyhole		Public	SE, DK, LT
				Heart/Health logos		NGO	FI, SI
				Public		HR	
	Healthy Choice			Private	CZ, PL Phased out in NL		
Graded indicators				Nutri-Score		Public	FR, BE ES, DE, NL, LU

Nutrition facts

Nutrition facts

Nutrition facts

Nutrition facts

Endorsement/Warning

Endorsement

Endorsement

Summary



Nutriscore verso Nutrinform

«Il cibo italiano fa male» Altro euro-schiaffo



PROSCIUTTO FRANCESE



PROSCIUTTO ITALIANO



PROSCIUTTO SPAGNOLO

← TORNA ALLA LISTA

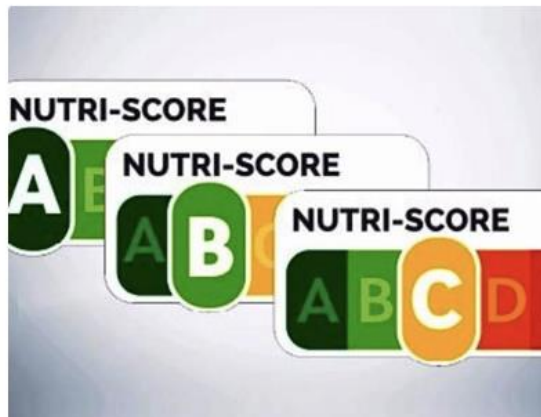


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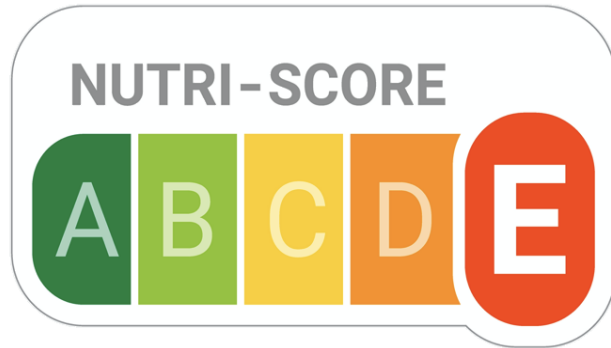
COMUNICATI

Nutriscore, Confagricoltura: "

11 febbraio 2021



Le differenze



- 100 g
- Soggettivo
- Direttivo
- Ingannevole
- Stimola ultra-processati



- Porzione
- Oggettivo
- Informativo
- Dettaglio
- Stimola adeguamento porzione

Per 100 g o per porzione?

Nutri-score

PERCHÉ È BENE DEFINIRE IL NUTRI-SCORE SU 100 G ANZICHÉ PER PORZIONE

I prodotti confezionati di grandi formati elaboreranno il NutriInform battery secondo le porzioni standard indicate, specificando che il prodotto contiene un certo numero di porzioni. Ad esempio, se si ha un pacco di pasta da 500 g, lo sviluppo del NutriInform battery sarà fatto per 80 g (la porzione standard) e dovrà essere specificato che la confezione contiene 6 porzioni di prodotto arrotondando gli eventuali decimali (in questo caso, infatti, sarebbe 6,25 che diventa 6).

LA PORZIONE, DIVERSA

A seconda delle proprie caratteristiche (età, sesso, gravidanza, attività fisica, ecc.) ha uno specifico fabbisogno energetico.

DEFINIRE UNA STESSA PORZIONE NON HA SENSO!



Per le monodosi destinate alla vendita diretta oppure facenti parte di un'unità di vendita che contiene più monodosi si può prevedere un limite di tolleranza. Tale limite non deve essere superiore o inferiore a un $\pm 15\%$ del valore riportato in tabella. La scelta di tale intervallo è fatta in analogia a quanto definito come quantità significativa di vitamine e sali minerali (allegato XIII - 1169/11)

Ad esempio, se la porzione standard è pari a 30 g l'intervallo di accettabilità potrà essere compreso tra 25-35

Le porzioni standard devono essere sempre il riferimento per la costruzione del NutriInform battery. È auspicabile, dunque, che le unità di vendita vengano riformulate anche alla luce delle porzioni standard come sopra definite.

Nutrinform

Tabella 1 – Entità delle porzioni standard estratte da revisione 2018 delle Linee Guida per una sana alimentazione (https://www.crea.gov.it/web/alimenti-e-nutrizione/-/linee-guida-per-una-sana-alimentazione-2018) per un fabbisogno energetico di 2000 kcal/die riferite ad individuo adulto in buona salute.

	PORZIONE STANDARD	UNITA' DI MISURA DI RIFERIMENTO <i>Esempi pratici di alimenti in alternative</i>
Cereali e derivati		
Pane	50 g	<ul style="list-style-type: none">• 1 panino piccolo• 1 rosetta piccola o michetta (vuota)• ½ ciabattina/francesino/ ferrarese• 1 fetta media di pagnotta/filone• 1/5 baguette
pasta, riso, mais, farro, orzo, ecc.	80 g ⁽²⁾	<ul style="list-style-type: none">• 4 cucchiaini di riso/farro/orzo,• 6-8 cucchiaini di pastina
sostituti del pane: fette biscottate, cracker, grissini, friselle, taralli, ecc.	30 g	<ul style="list-style-type: none">• 3-4 fette biscottate,• 1 pacchetto di cracker

valori medi	per 100g
ENERGIA	2024 kJ 482 kcal
GRASSI di cui: acidi grassi saturi	20,0 g 3,9 g
CARBOIDRATI di cui zuccheri	68,2 g 19,0 g
FIBRE	2,8 g
PROTEINE	6,0 g
SALE	0,825 g

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POINTS SOLID FOOD
-15 to -1
0 to 2
3 to 10
11 to 18
19 to 40

POINTS BEVERAGES
Water
≤ 1
2 to 5
6 to 9
10 to 40

NUTRI-SCORE
A B C D E
A B C D E
A B C D E
A B C D E
A B C D E

Points	Energy (kJ)	Sugar (g)	Saturated fatty acids (g)	Sodium (mg)
0	≤ 335	≤ 4,5	≤ 1	≤ 90
1	> 335	> 4,5	> 1	> 90
2	> 1675	> 9	> 2	> 180
3	> 1005	> 13,5	> 3	> 270
4	> 1340	> 18	> 4	> 360
5	> 1675	> 22,5	> 5	> 450
6	> 2010	> 27	> 6	> 540
7	> 2345	> 31	> 7	> 630
8	> 2680	> 36	> 8	> 720
9	> 3015	> 40	> 9	> 810
10	> 3350	> 45	> 10	> 900
TOTAL	6 points	4 points	3 points	3 points

Points	Fruit, vegetables (%)	Fibers (g)	Proteins (g)
0	≤ 40	≤ 0,9	≤ 1,6
1	-	> 0,9	> 1,6
2	> 60	> 1,9	> 3,2
3	-	> 2,8	> 4,8
4	-	> 3,7	> 6,4
5	> 80	> 4,7	> 8,0
TOTAL	0 points	2 points	3 points

16
-
5
=
10
=
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La negoziabilità

1.7. Fruit, vegetables, legumes, nuts and plant-based oils

The current “fruit, vegetables, legumes and nuts” component was revised in 2019 to include elements that are specific to FBDG of one country, i.e. France [29]. Indeed, in order to align the classification of plant-based oils with the French dietary guidelines, olive, canola and nut oils were included in the “Fruit, vegetables, legumes and nuts” component. This “fruit, vegetables, legumes and nuts” component is now classified as B.



**DALLA D ALLA B IN 5 ANNI...
LA CHAMPIONS SI AVVICINA!**

Among **olive oils** found on the French market (N=2,550), 2,524 references (99%) contained between 10 g/100 g of saturates and 21.5 g/100 g of saturates (data from Open Food Facts France). However, considering that olives qualify in the ‘fruit, vegetables and legumes’ updated component for fats and oils, then they would mainly be classified as B.

L'ingannevolezza

visto che lo scopo «dichiarato» è quello di distinguere tra due alimenti dello stesso gruppo



Per 100 g	
Kcal/KJ	70/293
Saturi	1
Zucchero	4
Sale	0,55
Fibre	0
Proteine	0

Cut-off

80
> 1
> 4,5
> 0,225

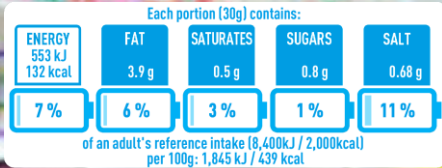
Points	Energy (kJ)	Sugar (g)	Saturated fatty acids (g)	Sodium (mg)
0	≤ 335	≤ 4,5	≤ 1	≤ 90
1	> 335	> 4,5	> 1	> 90
2	> 1675	> 9	> 2	> 180
3	> 1005	> 13,5	> 3	> 270
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7	> 2345	> 31	> 7	> 630
8	> 2680	> 36	> 8	> 720
9	> 3015	> 40	> 9	> 810
10	> 3350	> 45	> 10	> 900
TOTAL				



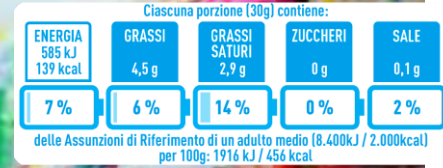
Per 100 g	
Kcal/KJ	900/3766
Saturated fat	14
Sugar	0
Salt	0
Fibre	0
Protein	0

Points	Energy (kJ)	Sugar (g)	Saturated fatty acids (g)	Sodium (mg)
0	≤ 335	≤ 4,5	≤ 1	≤ 90
1	> 335	> 4,5	> 1	> 90
2	> 1675	> 9	> 2	> 180
3	> 1005	> 13,5	> 3	> 270
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8	> 2680	> 36	> 8	> 720
9	> 3015	> 40	> 9	> 810
10	> 3350	> 45	> 10	> 900
TOTAL				

Il dottore dice che devo stare attento al sale



NUTRI-SCORE



NUTRI-SCORE



Quale scegliere e quale no

PLOS

Table 1. Product nutrition details and label applied to each product.

Mock Product	Product Modeled After	Nutrition profile	GDA Label (% of GDA)	Nutri-Score Label	Nutrient warning Label
No-sugar added fruit drink (450 mL)	Hit mango without added sugar	Serving: 450 mL Calories: 33.8 Fat 0g Saturated Fat 0g Sugars: 15.8g* Sodium: 33.8mg	Serving: 450 mL Calories: 2% Fat: 0% Saturated fat: 0% Sugars: 18% Sodium: 1%	B	None
Fruit drink (450 mL)	Hit tropical fruits	Serving: 450 mL Calories: 168.8 Fat 0g Saturated Fat 0g Sugars: 39.4g** Sodium: 28.1mg	Serving: 450 mL Calories: 8% Fat: 0% Saturated Fat: 0% Sugars: 44% Sodium: 0%	B	Excess sugar
Strawberry yogurt (200 g)	Colanta strawberry yogurt	Serving: 200g Calories: 170 Fat 5g Saturated Fat 3g Sugars: 2.4g** Sodium: 75mg	Serving: 200g Calories: 9% Fat: 7% Saturated Fat: 15% Sugars: 27% Sodium: 1%	B	Excess sugar
Oatmeal cookies (150 g)	Tosh oatmeal cookies with apple and peanuts	Serving: 150g Calories: 700 Fat 35g Saturated Fat 15g Sugars: 15g** Sodium: 200mg	Serving: 150g Calories: 35% Fat: 50% Saturated Fat: 75% Sugars: 17% Sodium: 3%	C	Excess saturated fat
Sliced bread (450 g)	Comapan extra large butter flavored bread	Serving: 37g Calories: 100 Fat 2g Saturated Fat 1g Sugars: 0g Sodium: 180mg	Serving: 37g Calories: 5% Fat: 3% Saturated Fat: 5% Sugars: 0% Sodium: 3%	B	Excess salt/sodium
Cereal (500 g)	Post honey bunches of oats with almonds	Serving: 32g Calories: 130 Fat 2.5g Saturated Fat 0g Sugars: 6g** Sodium: 135mg	Serving: 32g Calories: 7% Fat: 4% Saturated Fat: 0% Sugars: 7% Sodium: 2%	C	Excess sugar; Excess salt/sodium

*Includes natural sugars present in foods.

**Includes natural sugars present in foods and added sugars.

EXCESO AZÚCAR

EVITAR SI ALTO CONSUMO

**Nutrient warning

Una porción de 20g

Calorías 170 kcal
Grasa Total 5g
Grasa Saturada 3g
9% 7% 15%

De los valores diarios de nutrientes en una dieta: "GDA"

NUTRI-SCORE

A B C

**Nutri-Score


















Fig 2. Front of package labels used in experiment. (A) (B) (C) (D) (E) (F) (G) (H) (I) (J) (K) (L) (M) (N) (O) (P) (Q) (R) (S) (T) (U) (V) (W) (X) (Y) (Z) (AA) (AB) (AC) (AD) (AE) (AF) (AG) (AH) (AI) (AJ) (AK) (AL) (AM) (AN) (AO) (AP) (AQ) (AR) (AS) (AT) (AU) (AV) (AW) (AX) (AY) (AZ) (BA) (BB) (BC) (BD) (BE) (BF) (BG) (BH) (BI) (BJ) (BK) (BL) (BM) (BN) (BO) (BP) (BQ) (BR) (BS) (BT) (BU) (BV) (BW) (BX) (BY) (BZ) (CA) (CB) (CC) (CD) (CE) (CF) (CG) (CH) (CI) (CJ) (CK) (CL) (CM) (CN) (CO) (CP) (CQ) (CR) (CS) (CT) (CU) (CV) (CW) (CX) (CY) (CZ) (DA) (DB) (DC) (DD) (DE) (DF) (DG) (DH) (DI) (DJ) (DK) (DL) (DM) (DN) (DO) (DP) (DQ) (DR) (DS) (DT) (DU) (DV) (DW) (DX) (DY) (DZ) (EA) (EB) (EC) (ED) (EE) (EF) (EG) (EH) (EI) (EJ) (EK) (EL) (EM) (EN) (EO) (EP) (EQ) (ER) (ES) (ET) (EU) (EV) (EW) (EX) (EY) (EZ) (FA) (FB) (FC) (FD) (FE) (FF) (FG) (FH) (FI) (FJ) (FK) (FL) (FM) (FN) (FO) (FP) (FQ) (FR) (FS) (FT) (FU) (FV) (FW) (FX) (FY) (FZ) (GA) (GB) (GC) (GD) (GE) (GF) (GG) (GH) (GI) (GJ) (GK) (GL) (GM) (GN) (GO) (GP) (GQ) (GR) (GS) (GT) (GU) (GV) (GW) (GX) (GY) (GZ) (HA) (HB) (HC) (HD) (HE) (HF) (HG) (HH) (HI) (HJ) (HK) (HL) (HM) (HN) (HO) (HP) (HQ) (HR) (HS) (HT) (HU) (HV) (HW) (HX) (HY) (HZ) (IA) (IB) (IC) (ID) (IE) (IF) (IG) (IH) (II) (IJ) (IK) (IL) (IM) (IN) (IO) (IP) (IQ) (IR) (IS) (IT) (IU) (IV) (IW) (IX) (IY) (IZ) (JA) (JB) (JC) (JD) (JE) (JF) (JG) (JH) (JI) (JJ) (JK) (JL) (JM) (JN) (JO) (JP) (JQ) (JR) (JS) (JT) (JU) (JV) (JW) (JX) (JY) (JZ) (KA) (KB) (KC) (KD) (KE) (KF) (KG) (KH) (KI) (KJ) (KK) (KL) (KM) (KN) (KO) (KP) (KQ) (KR) (KS) (KT) (KU) (KV) (KW) (KX) (KY) (KZ) (LA) (LB) (LC) (LD) (LE) (LF) (LG) (LH) (LI) (LJ) (LK) (LL) (LM) (LN) (LO) (LP) (LQ) (LR) (LS) (LT) (LU) (LV) (LW) (LX) (LY) (LZ) (MA) (MB) (MC) (MD) (ME) (MF) (MG) (MH) (MI) (MJ) (MK) (ML) (MN) (MO) (MP) (MQ) (MR) (MS) (MT) (MU) (MV) (MW) (MX) (MY) (MZ) (NA) (NB) (NC) (ND) (NE) (NF) (NG) (NH) (NI) (NJ) (NK) (NL) (NM) (NO) (NP) (NQ) (NR) (NS) (NT) (NU) (NV) (NW) (NX) (NY) (NZ) (OA) (OB) (OC) (OD) (OE) (OF) (OG) (OH) (OI) (OJ) (OK) (OL) (OM) (ON) (OO) (OP) (OQ) (OR) (OS) (OT) (OU) (OV) (OW) (OX) (OY) (OZ) (PA) (PB) (PC) (PD) (PE) (PF) (PG) (PH) (PI) (PJ) (PK) (PL) (PM) (PN) (PO) (PP) (PQ) (PR) (PS) (PT) (PU) (PV) (PW) (PX) (PY) (PZ) (QA) (QB) (QC) (QD) (QE) (QF) (QG) (QH) (QI) (QJ) (QK) (QL) (QM) (QN) (QO) (QP) (QQ) (QR) (QS) (QT) (QU) (QV) (QW) (QX) (QY) (QZ) (RA) (RB) (RC) (RD) (RE) (RF) (RG) (RH) (RI) (RJ) (RK) (RL) (RM) (RN) (RO) (RP) (RQ) (RR) (RS) (RT) (RU) (RV) (RW) (RX) (RY) (RZ) (SA) (SB) (SC) (SD) (SE) (SF) (SG) (SH) (SI) (SJ) (SK) (SL) (SM) (SN) (SO) (SP) (SQ) (SR) (SS) (ST) (SU) (SV) (SW) (SX) (SY) (SZ) (TA) (TB) (TC) (TD) (TE) (TF) (TG) (TH) (TI) (TJ) (TK) (TL) (TM) (TN) (TO) (TP) (TQ) (TR) (TS) (TT) (TU) (TV) (TW) (TX) (TY) (TZ) (UA) (UB) (UC) (UD) (UE) (UF) (UG) (UH) (UI) (UJ) (UK) (UL) (UM) (UN) (UO) (UP) (UQ) (UR) (US) (UT) (UU) (UV) (UW) (UX) (UY) (UZ) (VA) (VB) (VC) (VD) (VE) (VF) (VG) (VH) (VI) (VJ) (VK) (VL) (VM) (VN) (VO) (VP) (VQ) (VR) (VS) (VT) (VU) (VV) (VW) (VX) (VY) (VZ) (WA) (WB) (WC) (WD) (WE) (WF) (WG) (WH) (WI) (WJ) (WK) (WL) (WM) (WN) (WO) (WP) (WQ) (WR) (WS) (WT) (WU) (WV) (WW) (WX) (WY) (WZ) (XA) (XB) (XC) (XD) (XE) (XF) (XG) (XH) (XI) (XJ) (XK) (XL) (XM) (XN) (XO) (XP) (XQ) (XR) (XS) (XT) (XU) (XV) (XW) (XX) (XY) (XZ) (YA) (YB) (YC) (YD) (YE) (YF) (YG) (YH) (YI) (YJ) (YK) (YL) (YM) (YN) (YO) (YP) (YQ) (YR) (YS) (YT) (YU) (YV) (YW) (YX) (YZ) (ZA) (ZB) (ZC) (ZD) (ZE) (ZF) (ZG) (ZH) (ZI) (ZJ) (ZK) (ZL) (ZM) (ZN) (ZO) (ZP) (ZQ) (ZR) (ZS) (ZT) (ZU) (ZV) (ZW) (ZX) (ZY) (ZZ)

OPEN ACCESS

Citation: Mora-Plazas

IF Hall M Para MF I

<https://doi.org/10.1371/journal.pone.0263324.t001>

Product (name & front-of-pack)	Ingredient list and nutritional values (per 100 grams) ⁶³	Nutri-Score ⁶⁴	NOVA score ⁶⁵	SIGA score ⁶⁶	Food Warning Label(s) using Mexican standards ⁶⁷
<p>CORN FLAKES</p> 	<p>Ingredients: wholewheat flour 29,0%, wholewheat barley flour 29,0%, wholewheat barley flour 17,2%, sugar, WHEAT starch, honey 3,8%, sunflower oil, wholewheat maize flour 2,1%, wholewheat rice flour 2,1%, invert sugar syrup, salt, molasses, antioxidant: extract rich in tocopherols, natural flavour</p> <p><i>Energy value 499 kJ /118 kcal, fat 1g, carbohydrate 21g, sugar 6g, dietary fiber 2g, protein 2g</i></p>		<p>NOVA</p> 	 <p>Ultra-processed product to limit 5 ultra-processed ingredients, important levels of sugar, medium levels of fat and salt, risk-free additives (e306)</p>	
<p>Frozen pizza</p> 	<p>Ingredients: Wheat flour 31%, water, burger sauce 12,3%, sugar, caper paste (capers, alcohol vinegar, salt, water), onions, sunflower oil, modified potato starch, garlic pulp, alcohol vinegar, spices and herbs, cooked beef 10,3%, fried onions, mozzarella 4,9%, cherry tomatoes 3,2%, sunflower oil, tomato puree, wheat gluten, yeast, sugar, raising agents: potassium tartrate, sodium bicarbonate; cream, dehydrated sourdough, pickles, salt, hard wheat flour, wheat semolina, caper paste, spices and herbs, onions, garlic pulp, modified potato starch, colour: plain caramel; flour treatment agents: alpha-amylase, xylanase.</p>		<p>NOVA</p> 	 <p>Ultra-processed product to limit 10 ultra-processed ingredients and 1 high-risk additives</p>	 
Product (name & FOP)	Ingredient list and nutritional values (per 100g)	Nutri-Score	NOVA score	SIGA score	Food Warning Label(s) using Mexican standards
<p>Cacao powder</p> 	<p>Ingredients: Sugar, lean cocoa powder 23%, emulsifier: soja lecithin, salt, vitamins: C, D, natural flavouring (cinnamon).</p> <p><i>Energy value: 386 kcal, fat 3g, saturated fatty acids 1g, carbohydrate 78 g, sugar 75 g, dietary fiber 7 g, protein 5g</i></p>		<p>NOVA</p> 	 <p>Ultra-processed product to limit 7 ultra-processed ingredients, 1 risky additive, important levels of sugar, medium levels of fat and salt, additives (E322, E450)</p>	 

L'inutilità Nutri-score

C'è una differenza apprezzabile tra un biscotto con score A e uno con score D?

Farina di **frumento** 62,5%, zucchero, olio di girasole, amido di **frumento**, **uova** fresche 4,7%, burro, **panna** fresca pastorizzata 2,1%, sale, agente lievitante: carbonato acido di sodio, aroma vanillina.

7 %

9 %

6 %

6 %

4 %

of an adult's reference intake (8,400kJ / 2,000kcal)
per 100g: 2,016 kJ / 482 kcal

Energy (kcal)	453	482
Total fat (g)	17	20

NUTRI-SCORE



Liste des ingrédients :

Farine de blé 71,6% , huile de colza 16,2%, jus concentré de pomme 9,4%, semoule de pommes 4,2% (amidon de blé), extrait de malt d'orge, fibres de chicorée : fructooligosaccharides, riz, arôme naturel d'abricot avec autres arômes naturels, extrait de pomme 0,5%, arôme naturel de pomme avec autres arômes naturels, poudres à lever : carbonates de potassium, émulsifiant : lécithines de colza, acidifiant : acide malique, avoine, protéines de lait, sirop de malt d'orge.

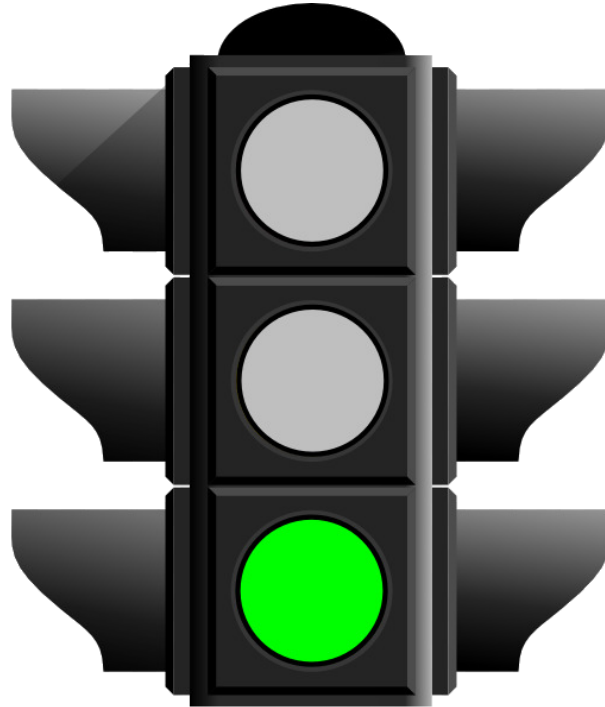
of an adult's reference intake (8,400kJ / 2,000kcal)
per 100g: 1,895 kJ / 453 kcal

NUTRI-SCORE



Il pericolo del verde (e dei claims)

Via libera
Salutare
Biologico



Non preoccuparti
Sostenibile
Naturale

E se i prodotti «healthy» fossero «unhealthy»?



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Regular or low-fat? An investigation of the long-run impact of the first low-fat purchase on subsequent purchase volumes and calories

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ARTICLE INFO

Article history:

First received on September 16, 2014 and was under review for 19 months
Available online xxxx

Guest Area Editor: Ralf van der Lans

Keywords:

Low-fat
Overpurchasing
Household panel data
Long-run impact
Structural break analysis

- Our results confirm the **short-term** effect that low-fat choices **increase food consumption**
- Our results also show a significant positive **long-term effect**. This suggests that the overconsumption effect is persistent.
- Motivating consumers to buy these products (i.e., through promotions or fashionable campaigns) can result in negative **long-term consequences**, in which consumers, **persistently continue buying more products and consuming more calories**

the enduring effect of healthier variants of unhealthy food.

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La percezione del consumatore 1



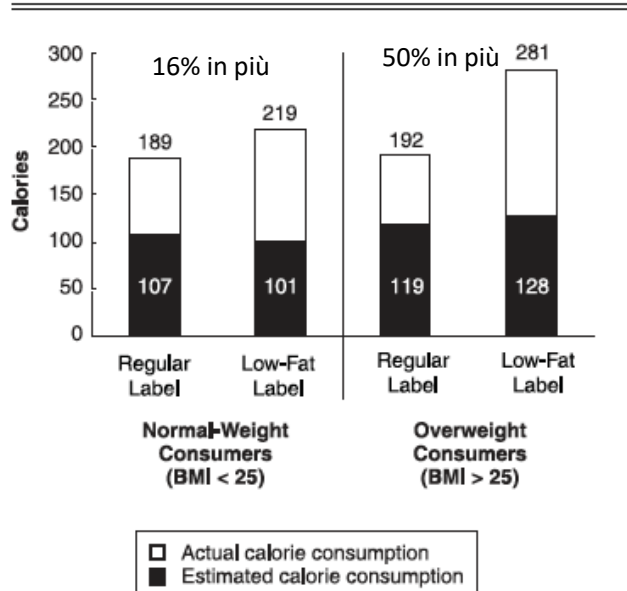
New colors
regular



New colors
Low Fat

Figure 2

STUDY 1: LOW-FAT LABELS INCREASE SNACK-FOOD CONSUMPTION



BRIAN WANSINK at *Journal of Marketing Research*
Vol. XLIII (November 2006), 605–617

In this era of increasing obesity and increasing threats of legislation and regulation of food marketing practices, regulatory agencies have pointedly asked how “low-fat” nutrition claims may influence food consumption. The authors develop and test a framework that contends that low-fat nutrition labels increase food intake by (1) increasing perceptions of the appropriate serving size and (2) decreasing consumption guilt. Three studies show that low-fat labels lead all consumers—particularly those who are overweight—to overeat snack foods. Furthermore, salient objective serving-size information (e.g., “Contains 2 Servings”) reduces overeating among guilt-prone, normal-weight consumers but not among overweight consumers. With consumer welfare and corporate profitability in mind, the authors suggest win-win packaging and labeling insights for public policy officials and food marketers.

Can “Low-Fat” Nutrition Labels Lead to Obesity?

La percezione del consumatore 2

Health Communication, 1–8, 2013
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ISSN: 1041-0236 print / 1532-7027 online
DOI: 10.1080/10410236.2012.725270

 **Routledge**
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Does Green Mean Healthy? Nutrition Label Perceptions of Healthfulness

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- Siamo in una certa misura programmati alla scelta di cibi calorici e prelibati
- Soprattutto quando si è affamati il significato del verde ("go») può influenzare la percezione di salubrità di un prodotto alimentare altrimenti reputato come poco sano.
- Non solo: l'abituale associazione tra verde e il concetto di "naturale», o «biologico», contribuisce ulteriormente a percezioni di maggiore salubrità.
- La valutazione di una barretta di cioccolato è influenzata dal colore che distoglie dalla lettura dell'etichetta (indipendentemente dalle variabili personali (BMI, età, sesso, dieta)

on implications for health-related judgment and nutrition labeling.


L'effetto dei «claim» sulle scelte dei consumatori

RESEARCH ARTICLE

Open Access

Systematic review of the impact of nutrition claims related to fat, sugar and energy content on food choices and energy intake



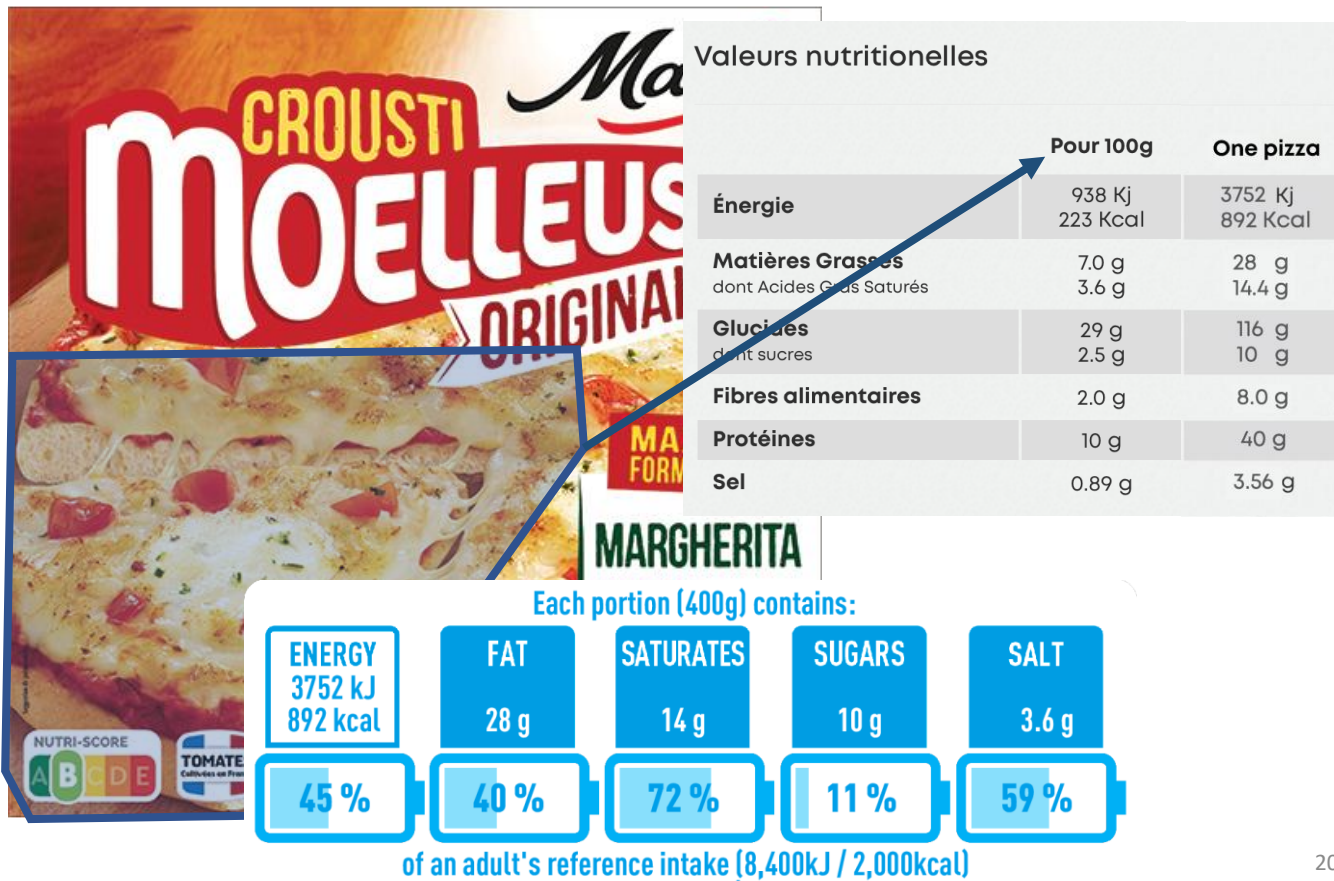
Laura H. Oostenbach¹, Esther Slits¹, Ella Robinson² and Gary Sacks^{2*} 

Abstract

- I risultati di questa revisione indicano che le indicazioni nutrizionali relative a contenuto di grassi, zuccheri ed energia possono aumentare acquisti e consumi quando i prodotti alimentari sono percepiti come più sani.
- I dati attuali suggeriscono che i decisori politici dovrebbero utilizzare il principio di precauzione e prestare attenzione alle indicazioni su grassi, zuccheri ed energia per limitare le potenziali influenze negative sull'adeguatezza delle scelte alimentari e, di conseguenza, sul peso della popolazione.
- Ci sono infatti indicazioni che le indicazioni nutrizionali possono avere un impatto sulla conoscenza dei consumatori per quanto riguarda la salubrità percepita, il gusto atteso e percepito e la dimensione della porzione appropriata e quindi aumento non intenzionale dei consumi

claims can make the appropriate portion size appear to be larger and lead to an underestimation of the energy

L'ingannevolezza dei 100 grammi



Lo stesso con le patate fritte

Buon appetito con...poco più di 1000 kcal



[Redacted]



439 kcal



Frites - Grande



434 kcal



[Redacted] sandwich
à la fraise



143 kcal

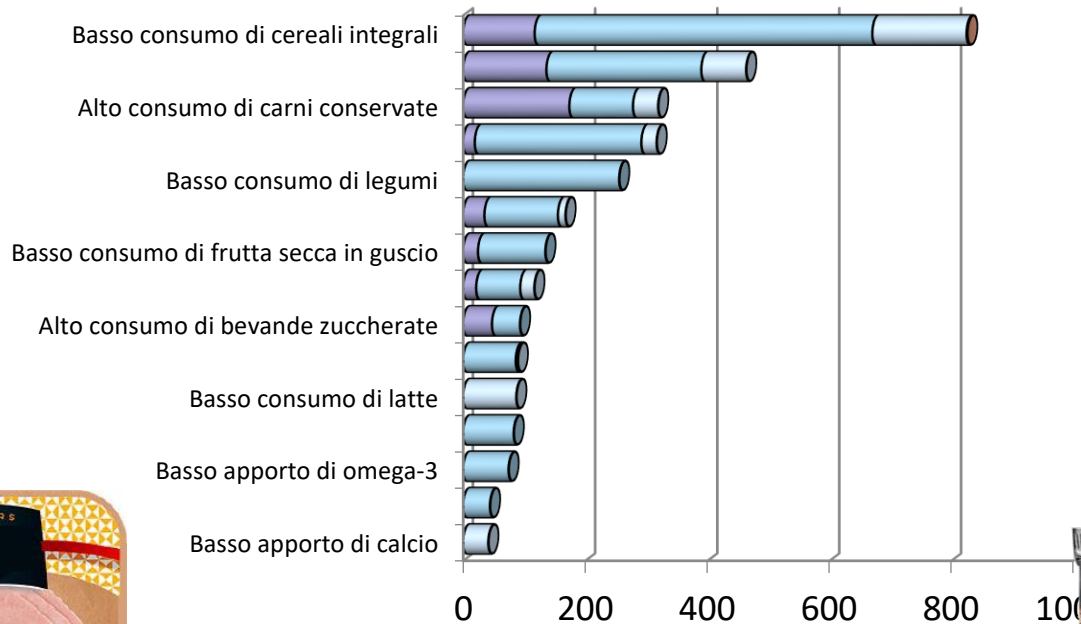


[Redacted] Cola
sans sucres
Grand



2 kcal

Il secondo e terzo rischio alimentare sono verdi



In questo modo il Nutri-score si propone come sistema salutare?



Qualche problema da risolvere

PARTE B — CONSUMI DI RIFERIMENTO DI ELEMENTI ENERGETICI E DI DETERMINATI ELEMENTI NUTRITIVI DIVERSI DALLE VITAMINE E DAI SALI MINERALI (ADULTI)

Elementi nutritivi o energetici	Consumo di riferimento
Energia	8 400 kJ/2 000 kcal
Grassi totali	70 g
Acidi grassi saturi	20 g
Carboidrati	260 g
Zuccheri TUTTI!!!	90 g
Proteine	50 g
Sale	6 g

I valori di riferimento sono inattuali (Allegato XIII - RE 1169)

E qualche opportunità da cogliere



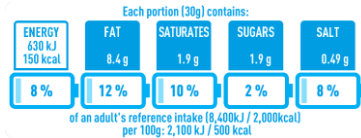
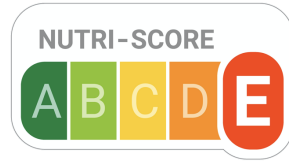
Una porzione di legumi (150 g) delle 3 settimanali contiene:

ENERGIA 535 kJ 127 kcal	GRASSI 0,8 g	GRASSI SATURI 0,2 g	ZUCCHERI 1,5 g	SALE 0 g
6 %	1 %	1 %	2 %	0 %

delle Assunzioni di Riferimento di un adulto medio (8.400kJ / 2.000kcal)
per 100g: 357 kJ / 85 kcal

Frequenza suggerita di consumo ≥ 3 volte a settimana

Conclusioni



- Non è utile per il consumatore, anzi può rappresentare un pericolo poiché potrebbe comportare un aumento (o una diminuzione) di consumo di determinati per una erronea percezione di salubrità (o insalubrità)
- Stimola l'industria alimentare verso alimenti ultra-processati.
- E' utile al consumatore perché gli fornisce informazioni chiare ed oggettive sull'impatto che la porzione di alimento che sta consumando esercita sulla dieta complessiva.
- Stimola l'industria alimentare alla riduzione della porzione