

Recent Developments in Labelling of Food Products in India

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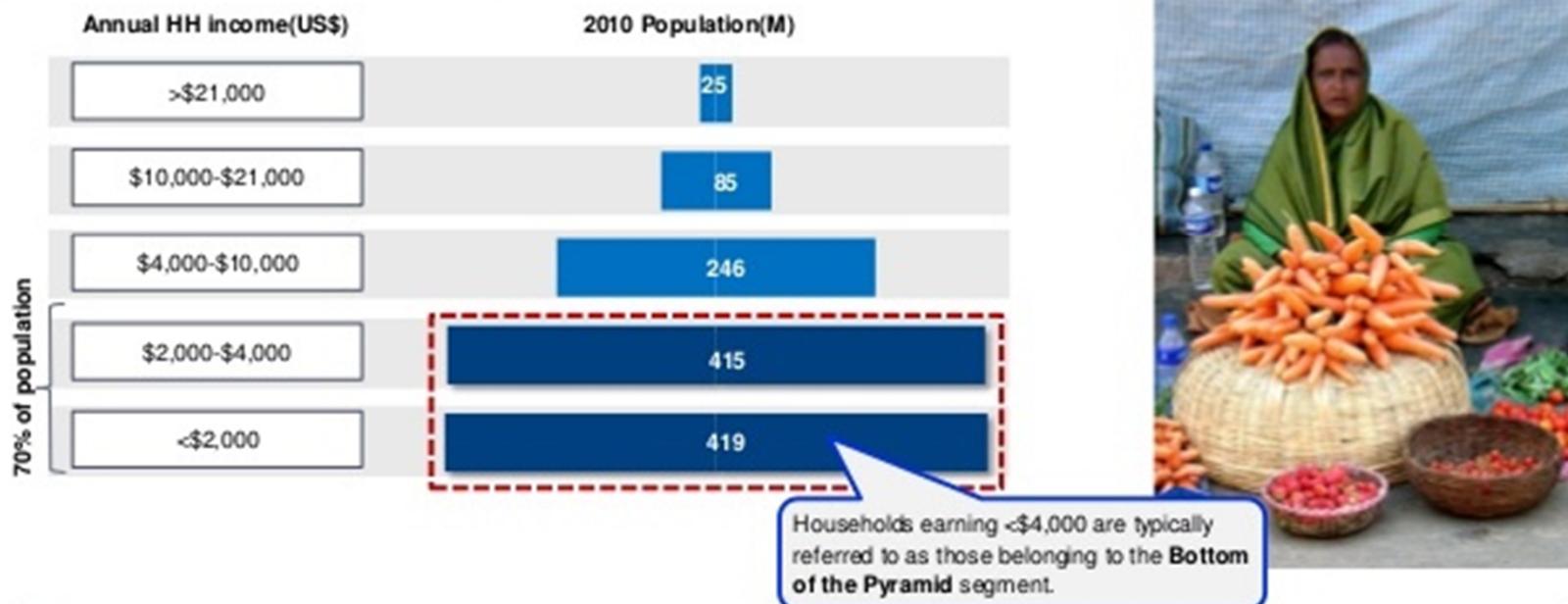
Labelling

- Consumers – Make Informed Choice
- Regulator – Ensure Safety & Fair Trade.
- Manufacturer – Business Growth

Consumer behaviour - Nutrition Labelling

- 30% – MRP
- 22% – Best Before
- 13% - Nutrition

Income Distribution and the BoP Segment



- The "Bottom of the Pyramid" (BoP) constitutes ~70% of India's total population (880 million); it has a combined disposable income of ~\$358B⁽¹⁾
- A large part of this population resides in the rural areas, estimates suggest that 78% of the BoP segment is composed of rural population

Sources:

(1) McKinsey Global Institute; Global Insight; EIU

(2) <http://vcf.vc/resources/defining-base-of-the-economic-pyramid-in-india/>

(3) <http://www.thehindubusinessline.com/industry-and-economy/per-capita-consumption-rising-faster-in-rural-areas/article3840622.ece>

Nutritional Requirements

	Percent of Total Energy	
	WHO Profile	NIN Profile
Energy	2000 – 2100 kcal	2000kcal
Total Fat	15 – 30%	30% - 67g
Saturated Fat	<10%	<10% - 22g
Trans fat	<1%	<1% - 2g
Added Sugar	<10%	<10% - 50g
Sodium Chloride (Sodium)	<5g(2g)	Sodium(mg):Energy(kcal) ,1 2000mg

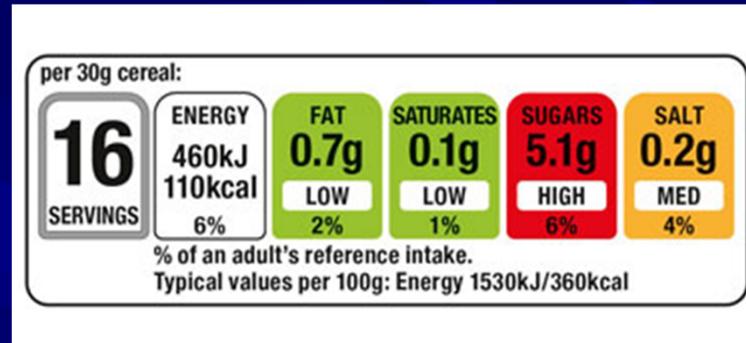
Labelling Requirements

- Name of Food
- List of Ingredients.
- Nutritional Information
- Veg/Non Veg Declaration
- Declaration of Food Additives
- Manufacturer Details
- FSSAI Logo & License number
- Net Quantity/Sale Price/Consumer care
- Lot/Code/Batch/
- Date of Manufacture
- Country of Origin
- Instructions to Use

Front of Pack Information

- Name of Food
- Declaration – Veg/Non Veg
- Per Serve Contribution –
Energy/Total Fat/Trans Fat/Total
Sugar/Total Salt
- HFSS Food Shall be Coloured Red

Traffic light Indication



Per 250 ml serve size

Calories	Fat	Saturates	Sugars	Sodium	} Part 1 } Part 2 } Part 3
190	4.9 g	1 g	3.6 g	0.05 g	
10%	7%	5%	4%	3%	

Salient Points.

- Allergens – Declarations
- Dehydrated & Condensed Products
- Nutritional Information – Per Serve
- Exemptions from Nutritional Information
- Change in Design – Veg/Non Veg
- Imported Food Products
- Expiry/Use By - Exemption

Salient Points (Contd)

- Nutritional Thresholds – Schedule I
- Colour Coding Exemptions – Schedule II
- Mandatory Declarations – Schedule IV
- Labelling of Infant Foods
- Edible Oils – No Exaggerated Expressions
- Labelling of GMO Foods
- Labelling of Alcoholic Beverages.

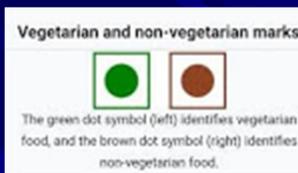
Salient points - Additives

- Carry Over Food Additives
- Functional class with INS number
- Labelling of Packaged Food Additives
- Mixed Additives
- Marking – For Food Use
- Flavours – Natural/Nature Identical/Artificial
- Polyols & Polydextrose (>10%) – Laxative Effect
- Artificial/Non Nutritive Sweeteners – Not recommended for children
- MSG – Not Recommended for Infants
- Contains Dietary Fibre(Dextrin) – Source
- Added Caffeine – Contains Added Caffeine

Application of Technology

- QR Code
- Google Goggles
- iBeacons (Apple)
- Clickable Paper (Ricoh)

Logos & Symbols



(b) Every package of food containing ingredients including food additives, processing aids of plant origin shall bear a declaration to this effect by a symbol and colour code as stipulated below for this purpose to indicate that the product is Vegetarian Food. The symbol shall consist of a green colour filled triangle inside a square with green outline having the sides not less than the minimum size specified in the Table mentioned in the regulation 4.2 (4) (c), as indicated below:



Green colour

(c) Size of the Vegetarian/Non-vegetarian logo:

Sl. No.	Area of principal display panel in cm. square	Minimum size of diameters of circle in mm	Minimum size of each side of triangle in mm	Minimum size of each side of square in mm
1.	Upto 100	3	2.5	6
2.	Above 100 to 500	4	3.5	8
3.	Above 500 to 2500	6	5	12
4.	Above 2500	8	7	16

Brand X

- Cow Milk /Buffalo Milk
- Mixed Milk
- Standardised Milk
- Homogenised Milk
- Toned Milk / Double Toned Milk
- Full Cream Milk / Full Cream Milk Premium
- Skimmed Milk
- Extended Shelf Life
- UHT

Conclusion

Consumers need to be informed of the information relevant to enable them to make informed choice.

Application of relevant Technology needs to be explored to take the information to a large segment of Consumers.