



Front-of-pack labelling systems

In order to make nutrition information even more accessible to consumers, IFBA members, that are packaged food companies, began implementing FOP labelling systems in 2006. These systems make it easy for a consumer to see, at a glance, what is in a serving and how much it contributes to the average daily diet. Today, a combination of voluntary industry-led initiatives and government-endorsed voluntary schemes exist in Asia, Australia and New Zealand, Canada, the EU, Malaysia, Mexico, the Philippines, Singapore, Thailand, the U.K. and the U.S.A.

World wide initiatives

2006

Australia

DIG (the Daily Intake Guide) - the industry's front-of-pack food labelling system launched.

2006

United Kingdom

Industry voluntary implementation of front-of-pack labelling for five key nutrients - calories, sugars, fat, saturated fat and salt.

2011

Canada

"Clear on Calories", a front-of-pack calorie labelling initiative launched by the Canadian Beverage Association.

2011

Thailand

Front-of-pack nutrition labels displaying GDAs for energy, sugar, fat and sodium introduced.

2011

USA

“Clear on Calories,” a front-of-pack calorie labelling initiative launched by the American Beverage Association.

“Facts Up Front” launched by industry – displaying key nutrient information, including calories per serving and information on three nutrients – saturated fat, sodium and sugar. Labels may also include information on one or more nutrients that Americans need to have more of as part of a healthy diet – fibre, protein, potassium, vitamin A, vitamin C, vitamin D, calcium and iron. Implementation began in 2012.

2012

EU

A voluntary initiative by industry committing to use a consistent, harmonized GDA labelling system in all 27 EU Member States (in addition to displaying calorie information front-of-pack) which came into force 31 December 2014.

2012

Malaysia

A voluntary single fact-based front-of-pack nutrition label for energy (based on 2000 kcal) supported by the Malaysian Minister of Health ; to be followed by icons for protein, carbohydrates and fat.

2012

Mexico

“Checa y Elige,” a voluntary industry initiative providing a simple guide to the amount of key nutrients (per pack, item or portion), including energy, saturated fats, sugars and sodium and percentage of the recommended daily intake.

2012

Philippines

Voluntary declarations for energy or calorie content. Initiative supported by the Philippines Food & Drug Administration under the Ministry of Health.