

Principles for a Global Approach to Fact-based Nutrition Information

IFBA is committed to helping consumers make informed, dietary decisions and choices that will help them lead healthier lives by providing easy-to-understand and readily accessible nutrition information.

The provision of nutrition information to consumers forms the cornerstone of any policy framework to address improving dietary intakes. At a global level – or where there are no legislative requirements already in place – IFBA members will ensure that, as a minimum, our products provide nutrition information at the point of sale for the key nutrients of public health interest.

For packaged foods and beverages, point of sale means the package as it is the key communication vehicle. For restaurants that provide meals, point of sale includes tray liners, menu boards and other means of communication.¹ Where the provision of nutrition information at the point of sale may not be practical (e.g. due to limited space or type of packaging) we will ensure that this information is provided to consumers in other forms (e.g. websites, social media apps, help lines, or other means).

In May 2008, IFBA member companies committed to provide nutrition information to consumers in support of WHO's 2004 *Global Strategy on Diet, Physical Activity and Health*. Since that time, members have made significant progress on a global scale in implementing their commitment. In November 2010 members adopted a set of "Principles for a global approach to fact-based nutrition labeling". In September 2014, IFBA strengthened these principles to ensure a common commitment to transparency and the provision of nutrition information at point of sale. All members will meet the provisions of the global commitment and the minimum standards set forth in the revised principles below, but may go beyond these. In addition, IFBA member companies' policies and initiatives on provision of nutrition information to consumers should follow these principles.

IFBA members will begin the transition to the revised principles immediately, with the goal that they are applied consistently at a global level by no later than 31 December 2016. Accordingly, all IFBA members' products placed in the market after 31 December 2016 will display nutrition information in accordance with these principles.²

Members are committed to continuing their efforts and promoting these principles for transparent, fact-based nutrition information to members of the broad food and beverage industry wherever they operate.

IFBA will continue to stay apprised of best practices in delivery of fact-based, transparent consumer nutrition information to encourage food and beverage choices that are part of a balanced, healthful lifestyle combined with regular physical activity.

¹ For example, packaging, posters, electronic kiosks, etc.

² Please note that this commitment does not apply to joint ventures or similar partnership arrangements where not all of the parties are IFBA members.

General Principles

The provision of nutrition information should be:

- Objective, fact- and science- based;
- Presented in a legible, clear and visible format; and
- Be understandable to consumers and enable them to make informed dietary decisions about the foods and beverages they choose.

Specific Principles³

IFBA member companies commit to provide the following nutrition information, in line with national regulations and guidance, and where such regulations and guidance do not exist, in line with CODEX Alimentarius guidelines for nutrition labeling:^{4 5}

1. Nutrition information, at the point of sale for restaurants or for packaged foods and beverages on the back of pack or side panel, per 100g/ml or per serving⁶ on the key nutrients of public health interest:
 - Energy (as calories, kilocalories and/or kilojoules), protein, total fat, saturated fat, total (available) carbohydrate, total sugars, and sodium/salt; and
 - Whenever practicable, the contribution to the diet as a percentage of the daily reference intake guidance for the above key nutrients, where such values are available.
2. For packaged food and beverage labelling on the front of pack:
 - The energy value (as calories, kilocalories and/or kilojoules) per serving.
 - The contribution to the diet as a percentage of the daily reference intake guidance for one or more of the above key nutrients, where such values are available, may also be applied.
3. Information on a food or beverage product's content of any other nutrients, wherever relevant and practical.
4. Nutrients for which a nutrition or health claim is made.

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³ Exempted from the above-mentioned Specific Principles (unless required by national regulations) are:

- Food and beverages in packaging or containers the largest printable surface of which has an area of less than 100cm² (15.5 square inches), provided no nutrition claims are made;
- Foods and beverages of any description in a quantity of less than 5g/5ml;
- Seasonal food items or gift items, including assortments;
- Single ingredient foods and beverages, such as plain, unsweetened waters; coffee beans and decaffeinated coffee beans (whole or milled); tea, decaffeinated tea; instant, unsweetened coffee and tea; herbal, fruit and tea infusions; fermented vinegars and substitutes for vinegar; and herbs and spices;
- Waters, including those where the only added ingredients are carbon dioxide and/or flavourings;
- Foods with particular nutritional uses, such as food supplements (vitamins and minerals in "dose" form); infant formula or baby food;
- Food and beverages in packaging or containers shared between markets for logistic, distribution or linguistic reasons where national regulations in one market may prohibit the use of daily intake guidance in another, or where such guidance is either not established or different in the respective markets.

⁴ CODEX Alimentarius Guidelines on Nutrition Labeling, CAC/GL 2-1985 (2013 revision)

⁵ Please note IFBA members may currently, or in the future, participate in national voluntary labelling initiatives which may be different than these global principles.

⁶ National or regional regulations and guidance may apply different terminology for the "serving" size, for example, per "portion" or "consumption unit" or "item" or "pack."