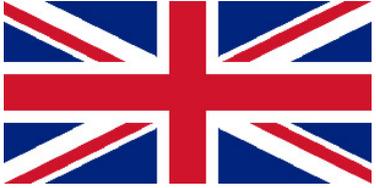


OUR COMMITMENTS

Nutrition Information

- 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.

Year	Region / Country	Description
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.

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<p>2011</p>	 <p>Canada</p>	<p>"Clear on Calories", a front-of-pack calorie labelling initiative launched by the Canadian Beverage Association.</p>
<p>2011</p>	 <p>Thailand</p>	<p>Front-of-pack nutrition labels displaying GDAs for energy, sugar, fat and sodium introduced.</p>
<p>2011</p>	 <p>USA</p>	<p>"Clear on Calories," a front-of-pack calorie labelling initiative launched by the American Beverage Association.</p> <p>"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.</p>
<p>2012</p>	 <p>EU</p>	<p>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.</p>

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<p>2012</p>	 <p>Malaysia</p>	<p>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.</p>
<p>2012</p>	 <p>Mexico</p>	<p>“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.</p>
<p>2012</p>	 <p>Philippines</p>	<p>Voluntary declarations for energy or calorie content. Initiative supported by the Philippines Food & Drug Administration under the Ministry of Health.</p>