

# SEVEN VOICES

**GDA LABELS MAKING  
A REAL DIFFERENCE....**

**A REVIEW OF THEIR IMPACT**



Produced on behalf of the GDA supporting companies of the Food & Drink Federation

# CONTENTS



<b>THE INDUSTRY'S STORY</b>	<b>04</b>
<b>THE SHOPPER'S STORY</b>	<b>06</b>
<b>THE DIETARY EXPERT'S STORY</b>	<b>10</b>
<b>THE FOOD COMPANY'S STORY</b>	<b>12</b>
<b>THE RETAILER'S STORY</b>	<b>14</b>
<b>THE NEWSPAPER'S STORY</b>	<b>16</b>
<b>THE POLITICIAN'S STORY</b>	<b>18</b>
<b>THE GDA CAMPAIGN</b>	<b>19</b>
<b>APPENDICES</b>	<b>20</b>

# THE INDUSTRY'S STORY

MELANIE LEECH, DIRECTOR GENERAL, FOOD AND DRINK FEDERATION



*As the voice of the UK's largest manufacturing sector<sup>1</sup>, the Food and Drink Federation (FDF) has a passionate belief that better outcomes for society will be delivered*

*when industry and Government work together in a genuine partnership to make food safer, healthier and more environmentally sustainable.*

Our members have shown real leadership in recent years in supporting key areas of public policy. But it is arguably our groundbreaking work in the area of health and wellbeing where we have been making the biggest difference to the lives of consumers – whether through our reformulation efforts, the development of 'better for you' products or the introduction of clearer on-pack nutritional information.

In fact, FDF and its members published their seven-point health and wellbeing action plan way back in 2004 – an early sign of the positive role our industry could play in helping society meet the challenges posed by obesity. This plan included a public commitment to provide clearer nutrition labelling on food and drink packs as we recognised this would be a powerful tool for helping consumers make better informed choices and improve their overall food literacy.

Three years ago, there was little nutritional information carried on the front of most food and drink products sold in the UK. Today, that has all changed – thanks to the enormous commitment shown by manufacturers and retailers who have voluntarily incorporated this information on their packs.

The most widely adopted scheme in the UK is based on GDAs – Guideline Daily Amounts – and our leadership in this market has prompted the European Commission to propose a similar approach to nutritional labelling for

its European-wide food labelling regulation now being negotiated in Brussels.

As well as outlining the progress being made to increase the use of GDA information on the front of food and drink packs here in the UK, this report will explain why we believe adding traffic lights on top of GDA labels is unlikely to help shoppers further.

The available evidence suggests that shoppers from all walks of life are increasingly aware of GDA labels<sup>2</sup> on the front of packs, and are using them more often<sup>3</sup>. GDAs are working!

**There are some fundamental reasons why GDA labels are creating significant shopper interest and why overlaying traffic light colours could be less helpful, not more:**

- Front-of-pack GDA labels are a useful summary of the nutritional information found on the back of food and drink packs – as such they are relevant to all product categories. By contrast, multiple traffic lights were not designed for universal use; research from the Food Standards Agency also shows that consumers would not welcome them on all categories<sup>4</sup>
- GDA labelling is based on per portion information whilst traffic light labelling is applied per 100g. Combining the two approaches across all categories provides some confusing results. For example: a 10g portion of a spread containing 0.2g of salt would have a red label for salt, whilst a ready meal containing 2.2g of salt would have an amber label
- GDA labels encourage consumers to commit to positive incentives rather than pay heed to negative warnings, and thus far the data suggest that consumers have responded well to the approach favoured by the majority in the food and drink industry

The two schemes use very different approaches and methodologies, and overlaying colours on GDAs produces a plethora of ambiguous results:

- Products with significantly different nutritional profiles can get the same traffic light colour combinations: consequently at-a-glance shoppers may not be helped to pick the healthier option
- Products, which typically are consumed in portions larger than 100g, may get inferred traffic light 'endorsement' when in reality their consumption levels merit careful consideration
- Some foods that are recommended to be included in healthy balanced diets – such as oily fish, nuts or cheese – can become unfairly demonised with a swathe of red warning signs

FDF's is the first voice that you will read in this report, but over the course of the next few pages you will also hear the views of other key stakeholders in this debate. Our other 'voices' are those of shoppers, a dietician, a food brand, a retailer, a national newspaper and a politician. By looking at this issue from different perspectives, we hope you will be able to understand how the widespread adoption of GDA front-of-pack labelling is starting to make a very real difference to the way that food is produced, sold and consumed in this country. In so doing, the food industry's work on labelling is making an important contribution to societal efforts to encourage British citizens to change their diets for the better.

*"The widespread adoption of GDA front-of-pack labelling is starting to make a very real difference to the way that food is produced, sold and consumed in this country."*

**About Melanie:** Melanie has been director general of the FDF since August 2005. During her tenure, the industry has embarked on a comprehensive nutrition-labelling programme to support Government's initiatives to help counter obesity and launched a five-fold sustainability plan addressing the industry's environmental impact. Prior to the FDF she held senior positions in Government departments including the Cabinet Office and Department for Culture Media and Sport. In addition she has served as a board member of the Office of the Rail Regulator, and was executive director of the Association of Police Authorities.

To find out more go to: <http://www.fdf.org.uk>



#### References

1. A report by Professor Bruce Traill of Reading University for the FDF published in 2006 found that the food and drink sector accounts for 14% of all manufacturing in the UK (by value), directly employs some 470,000 people and indirectly accounts for a further 1.2 million jobs. Other measures of the importance of food and drink manufacturing to the UK economy include the fact our sector is an important partner of UK farmers – buying two-thirds of what they produce – and exports some £11.5bn worth of products every year
2. 83% of consumers are aware of GDA labels, Millward Brown April 2008
3. Use of GDA labels has risen from 29% to 63% between November 2006 and April 2008, Millward Brown
4. Synovate research prepared for COI on behalf of the Food Standards Agency, November 2005. Only 29% of consumers said they wanted signpost labelling on all categories

# THE SHOPPER'S STORY

**KIM MALCOLM, ACCOUNT DIRECTOR, MILLWARD BROWN**



*It has been suggested that some people in everyday life struggle with percentages, take longer to read them than is practical and consequently will not use them on GDA labels on the front of food packs. These arguments appear unfounded based on the findings of four surveys conducted over the last two years.*

*Here are typical things shoppers said when asked why they use GDA labels:*

"A friend is diabetic and I had to check for sugar levels"

Female, 18–29, HTV West/Wales

"I use them to see amount of calories, sugar and saturated fat contained in an item"

Female, 45–64, HTV West/Wales

"To decide the amount of calories of my total daily intake and to see the fat and salt content of the serving."

Male, 30–44, London

"To check how much salt or sugar the product contains."

Female, 30–44, Central

"To see how much fat is in food, and how much salt."

Male, 18–29, Border/Tyne Tees

"As a guide to the amount of calories consumed."

Male, 45–64, London

"When choosing a product I use them to make quick comparisons between different products. I use them to avoid products that are excessively high in salt, fat or calories."

Female, 30–44, Central

"My husband has high blood pressure so he needs to control salt and calorie intake."

Female, 45–64, Border/Tyne Tees

"To work out whether to buy the product or not. If the amount of salt or calories in a product is too high then I don't buy it. If I do buy the product then I know what else I can eat in a day."

Male, 30–44, London

"To check amount of saturated fats and sugars."

Female, 30–44, London

"To check how much salt or sugar the product contains."

Female, 30–44, Central

"These labels could be used to help people maintain a balanced diet. To keep them up to check with how much salt or sugars they have been consuming."

Male, 18–29, London

"I used the guidelines when I was on a diet."

Female, 30–44, Scotland

"As a guide to my daily intake – it would also be helpful in planning your daily intake of specific fat and calories."

Male, 65–75, Central

*"An increasing number of people are using GDA labels to check nutritional content and to compare and contrast items."*

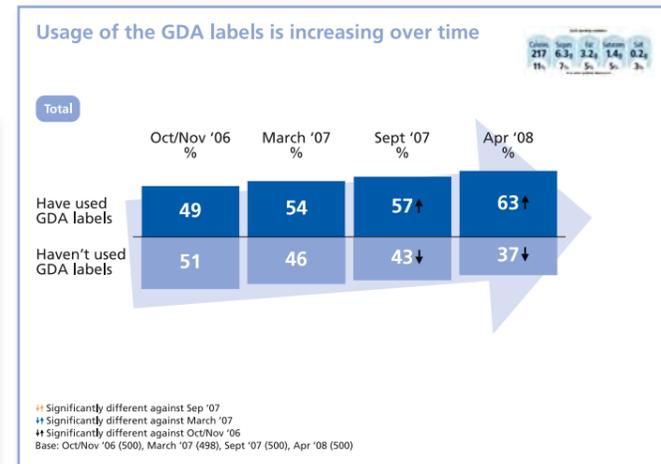
- Check
- Compare
- Choose

# THE SHOPPER'S STORY CONTINUED

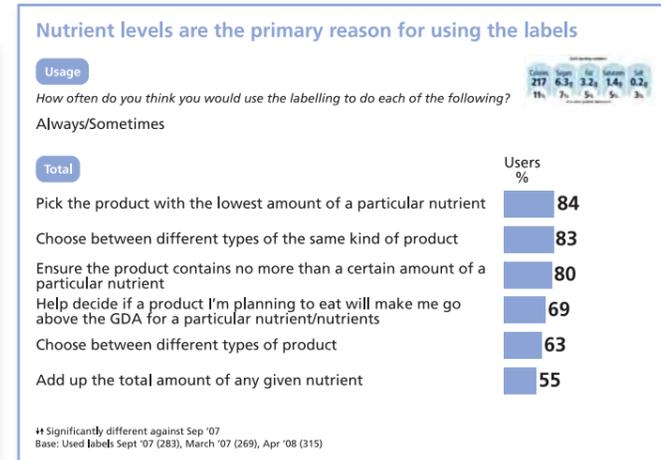
**KIM MALCOLM, ACCOUNT DIRECTOR, MILLWARD BROWN**

GDA labels on the front of packs seemed to have connected with consumers in a meaningful and significant way. In addition to the verbatims from consumers who took part in our tracking study which provide insight in their use, the study revealed that quantitatively, 76% of shoppers are aware of the term GDA and 83% now recognise the labels themselves.

The four dips of research have shown steady and increasing use of the labels. In November 2006 49% had used them; by March 2007 this was 54%; by September of the same year 57%; and in April 2008, 63%.



There is evidence to suggest that those shoppers who use them are doing so to compare and contrast items: 84% use them to pick a product with a specific low nutrient score, 83% to compare similar products before purchase and 80% to check that certain products stay below a level that the shopper has set.



In short, GDA labels on the front of packs are working as planned.

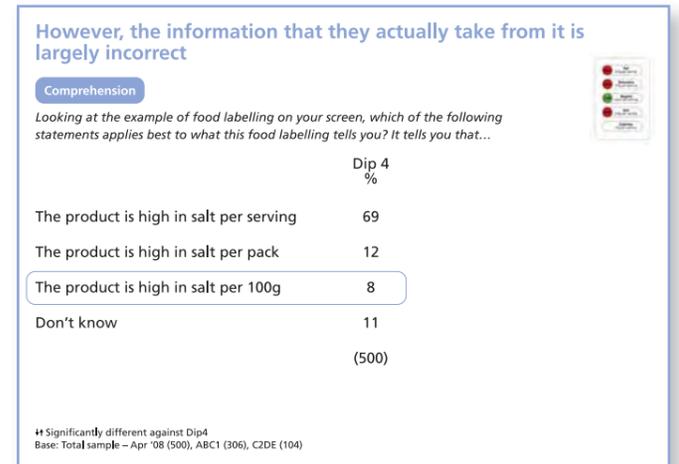
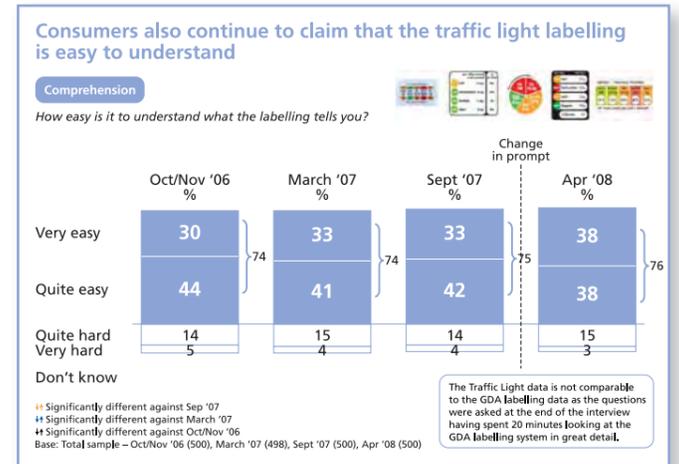
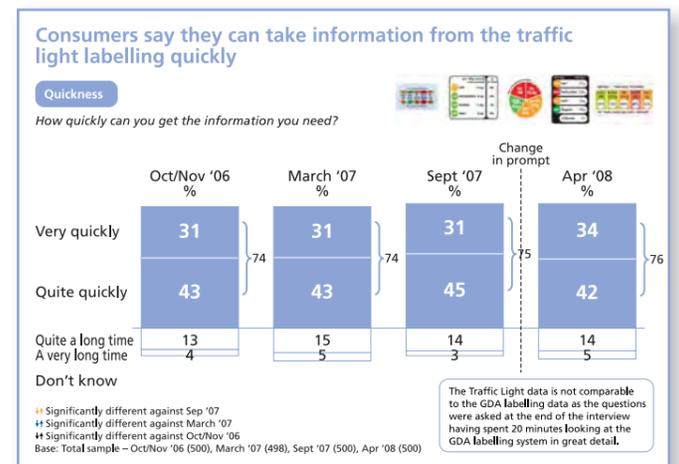
While the purpose of the Millward Brown research was not to compare multiple traffic lights (MTL) labels and GDA labels side-by-side or investigate consumer usage of MTL labels in depth, it did highlight that whilst MTL labels seem simple to understand in principle, they are not so clearly understood in practice.

It did ask a limited number of questions about traffic light labels which revealed some interesting findings. Although 76% of shoppers say they can absorb information from the various MTL labels in the market quickly and 76% also say they are easy to understand, when tested, less than one consumer in 10 understood that a particular product was being colour coded per 100g, and not per portion. This could cause considerable shopper confusion, with the consumer thinking, for example, that because a ready meal is amber for salt, it contains moderate levels of salt in each portion when, in fact, it could contain as much as 2.2g – more than 36% of the adult GDA.

**About the Millward Brown consumer research:** The studies<sup>1</sup> were commissioned to track awareness, understanding, usage and influence of GDA labelling in the UK. The research took place during four separate time periods or 'dips' in order to evaluate how awareness of, and attitudes towards the Guideline Daily Amount labelling system are changing over time.

The key objectives were to monitor:

- Whether awareness and understanding of GDA labelling has increased as a result of on-pack visuals, above-the-line advertising and recent advertorial activity
- Whether consumers increasingly use labels to help them with decision-making
- Help understand how consumers use the scheme in practice and what support they need to increase understanding and drive further use



**Reference**

- Four studies of 500 nationally representative adults aged 18+, plus a booster of 75 D/Es (to have 200 in total) per dip, minimum 70% chief shoppers, sex, SEG and age all to national proportions

# THE DIETARY EXPERT'S STORY

**NIGEL DENBY, BSC HONS, RD, HARLEY ST DIETITIAN**



*I see patients day after day who clamour for help in improving their health through dietary change. I know two things to be true: a) How tough this is for them and b) How strong their desire is to make this change.*

All nutrition labels can help in two ways:

1. By informing them about the nutrient content of the food they are considering buying
2. By giving people information that helps them see how a food fits into a balanced diet thus allowing them to tailor their diet to meet their own needs

Having reviewed both MTL and GDA labels I am certain that, while the provision of any helpful information on the nutrients in food is helpful, the latter are the best way forward to help me help my patients.

Guideline Daily Amounts are based on sound, independent science: they were first set in 1998, following collaboration between the UK government, consumer organisations and the food industry, which was overseen by the Institute of Grocery Distribution. They were based on the recommendations of the COMA report on Dietary Reference Values<sup>1</sup> that still stand as the main basis for dietary recommendations in the UK.

*“With GDA labels I can teach my patients about the importance of portion size and calories for all foods in their diet. With MTL labels I simply cannot.”*

Colour coding, on the other hand – as recommended by the Food Standards Agency – has six potential shortcomings in helping people make the best food choices:

1. They do not take into account the typical portion size of foods we eat and always apply to 100g of product
2. The colour coded bands are very wide, which means that patients may think products are nutritionally equal, when in fact they may have quite large nutritional differences (this can also stifle a company's desire to produce new, healthier variants of existing foods that I can then recommend)
3. Calories are not a mandatory inclusion in the list of information
4. They don't apply successfully to all foods in the diet
5. They demonise foods into being good or bad
6. They do not enjoy the sound scientific base that underpins the GDA system

With GDA labels I can teach my patients about the importance of portion size and calories for all foods in their diet. With MTL labels I simply cannot.

It has been argued that overlaying MTL colours onto GDA labels could give people the best of both worlds, but the sad reality is that this could quite easily make things, not better, but worse. Here are just three examples:

## 1. They may hide the healthier option

Here are two real-life ready meals, which are similar in calorie, sugar and salt levels, but one has three times' the saturated fat and over 50% more salt than the other. Overlaying traffic light colour coding masks this reality, because at a casual glance they appear identical.

### Tomato & basil chicken

Calories	Sugar	Fat	Sat Fat	Salt
329	13.1g	5.9g	0.9g	1.3g
16.5%	14.6%	8.4%	4.5%	21.7%

### Lasagne

Calories	Sugar	Fat	Sat Fat	Salt
347	11.8g	7.9g	3.6g	2.0g
17.4%	13.1%	11.3%	18%	33%

## 2. They may imply undue endorsement

The problem spreads beyond unfair demonising or misrepresenting, as MTL labels might also imply praise where it might not be due, thus encouraging consumers to eat some foods less cautiously than they ought.

Here is an example:

A quarter of a bag of wine gums contains almost 40% of your GDA for sugar, yet the at-a-glance approach, gives this product three green 'approval' scores... perhaps encouraging shoppers to think that they are a healthier option.

### Wine gums

Calories	Sugar	Fat	Sat Fat	Salt
184	35.1g	0.1g	trace	trace
9.2%	39%	<1%	<1%	<1%

## 3. Demonising foods we should be encouraged to eat

Because they were designed for specific categories of food, rather than for everything we eat, traffic lights have the unfortunate tendency to put a large number of red warning signs on foods that most healthy people should include in a sensible balanced diet. Here are three examples:

1. The FSA's website advises that milk and dairy products such as cheese, yoghurt and fromage frais are great sources of proteins and vitamins A and B12. They are also an important source of calcium, which helps to keep our bones strong. However, most cheeses will have up to four red traffic lights, or at best a mixture of amber and red
2. The government recommends that we include two portions of oily fish in our diet weekly, yet a product like marinated herring scores one red (for salt) and three amber marks
3. The government also advises to eat nutrient dense sources of energy such as nuts, yet salted cashew nuts score red on all four measures

On their own GDA labels are objective, easy to understand, and likely to help people regard food in the context of their whole diet. I recommend them.

**About Nigel:** Still a practicing dietitian, author of the GL Diet and broadcaster, Nigel combines his dietetic training with a love of food – he is a trained chef and restaurateur. His numerous TV appearances include BBC1, ITV1 and BBC2 and he has written for the Sunday Telegraph Magazine, Zest, Essentials and Somerfield Magazine. He is the author of “the GDA diet” book, which launches in January 2009.

To find out more go to: [www.gdadiet.com](http://www.gdadiet.com)

### Reference

1. Department of Health. Report on Health and Social Subjects No 41. Dietary Reference Values for Food Energy and Nutrients for the United Kingdom. London: HMSO 1991

# THE FOOD COMPANY'S STORY

**JONATHAN HORRELL, CORPORATE AFFAIRS DIRECTOR,  
UK AND IRELAND, KRAFT FOODS**



*At Kraft we continually develop our business to meet consumers' needs and their expectations of our products.*

A brand such as Dairylea, for example, is made from cheese and milk, and provides children with a good source of calcium. In fact, all Dairylea processed cheese<sup>1</sup> products provide 1/3 of a child's reference nutrient intake (RNI) for calcium and many are fortified with vitamin D to help with calcium absorption.

To further enhance Dairylea's contribution to the diet we have made numerous nutritional improvements over the past 10 years, with a focus on reducing salt, fat, and saturated fat where it is possible to do so. Ongoing consumer research and insight from talking to mums has informed this evolution.

Communicating these benefits is vital to our success, and GDA labels on the front of our packs help shoppers see clearly what's inside the products we supply. This in turn helps people make healthier choices, in line with Government's obesity strategy set out in its report "Healthy weight, healthy lives".

For example, in the past 18 months alone we have:

- **Sept '08:** re-launched Dairylea Light Slices with an 18% salt and 14% fat reduction (since '06)
- **Nov '07:** re-launched Dairylea Slices with a 13% salt reduction (since '06)

GDA labels are effective at communicating these changes to consumers – when the amount of calories, fat, sugar or salt changes, so does the number on the front of the pack. Had we adopted traffic light labels, we would actually obscure the facts about improved nutrition. Traffic lights would, therefore, reduce the incentive for us to look for step-by-step changes, even though these are worth it in their own right and can add up to major changes over time.

GDA labels clearly communicate that the salt and fat content has been reduced in this product. On a traffic light label, the colours have remained the same and so do not indicate the salt and fat reduction.

## Dairylea 25g Light Slices



## Dairylea 25g Light Slices – Post reformulation



Reformulation is a continuous process and we persist in pushing the boundaries to reduce salt, fat, and saturated fat further, and sometimes we have pushed too far. A good example of this lies with our Dairylea Stripcheese product, re-launched with a new recipe – 21% fat reduction, 24% less saturated fat, and 18% less salt – in June 2007. Consumers did not like the new recipe, taste-related complaints increased and so we reverted to the original recipe. This experience illustrates how great taste must always be our top priority.

A Dairylea cheese triangle has fewer calories and less fat and saturated fat than the same amount of mature cheddar, and more sugars and salt, yet both products receive the same traffic light colours, which could easily confuse an at-a-glance shopper.

## Dairylea 20g cheese triangle

Calories	Sugars	Fat	Saturates	Salt
48	1.1g	3.9g	2.7g	0.5g
3%	1%	6%	13%	10%

Percent of Child GDA

## Mature cheddar 20g cheese chunk

Calories	Sugars	Fat	Saturates	Salt
82	<0.1g	7.0g	4.4g	0.4g
4%	0%	10%	22%	7%

Percent of Child GDA

Using traffic lights, consumers will find it difficult to spot the option with lower saturated fat. Likewise, for companies there is limited incentive to review product nutrition if a product with a one-third reduction in saturated fat carries the same red 'no go' label.

The Food Standards Agency has commended Kraft for its efforts in reformulating Dairylea products. But these efforts would be hindered rather than helped if we were to use MTL labels.

The formula used to determine the colour coding is based on an analysis of a 100g portion size, which can result in significant anomalies when assessing foods such as cheese triangles that are consumed in smaller portions.

*“From the perspective of Dairylea and our marketplace, for people who want to select healthier foods and the companies that want to make them, GDA labels provide better encouragement to reformulate and are more effective at signposting healthier options within categories.”*

Like many other companies, Kraft is committed to a variety of health and wellness initiatives, including reformulating our products in our standard, as well as better-for-you, ranges. We use consumer insights and research to guide our product development and we seek to provide consumers with product choices that fit into their lives.

To support this work, we have long advocated a simple system of front-of-pack food labelling. From the perspective of Dairylea and our marketplace, for people who want to select healthier foods and the companies that want to make them, GDA labels provide better encouragement to reformulate and are more effective at signposting healthier options within categories.

Note: Kraft is one of 72 companies that have now opted to use GDA labels. These companies produce over 20,000 food and drinks lines, and their details are filed in the appendices.

**About Jonathan:** Jonathan Horrell is Kraft Foods' Corporate Affairs Director, UK and Ireland. He has responsibility for external and internal communications, issues management and community involvement. He has been at Kraft since 2003 and has managed communications programmes supporting the company's introduction of coffees from Rainforest Alliance Certified farms to the UK and Ireland, including media relations and stakeholder engagement. He also leads Kraft's UK & Ireland communications and public affairs initiatives. Jonathan previously worked in the UK dairy industry, as head of communications at First Milk a £500-million farmer owned milk business with interests in milk distribution, processing and marketing. Between 1990 and 1994 Jonathan worked as a journalist on a variety of IT and finance titles.

To find out more go to: [www.kraftfoods.co.uk](http://www.kraftfoods.co.uk)

### Reference

1. Dairylea Bites is not legally defined as a "processed cheese" product; it is a "cheddar processed cheese". This means that we are not legally able to add anything to the ingredients other than cheddar, water, and emulsifying salts. So we are not able to fortify Bites with calcium and vitamin D. Dairylea Cheddar Slices and Grated Cheddar are "natural cheese" and therefore, again, we are not able to fortify them with added calcium and vitamin D.

# THE RETAILER'S STORY

KAREN TONKS, COMPANY NUTRITIONIST, TESCO



*Tesco's core purpose is to create value for its customers and earn their lifetime loyalty.*

*We have developed our health strategy based on*

*how customers have told us*

*we can help them to live more*

*healthy lives:*

- Providing better information on the nutritional value of products, and on how customers can improve their health
- Making healthy options more accessible, through pricing and promotions, product improvements and healthy ranges
- Making it simpler and more attractive to lead an active lifestyle

In May 2004, Tesco trialled traffic light labels on the front of its packs. Following feedback from customers and technical concerns about the accuracy of traffic lights, we adopted the GDA front of pack labels that can be found on our 7,000 eligible products. In particular, customers told us that:

- Red meant stop, not caution, to them
- Shoppers didn't know how to react to amber codes
- Wide bands meant that products with differing nutritional profiles had similar colour combinations
- People wanted more information than traffic lights could give them
- The above issues made them sceptical of the colour codes

Customers spoke and Tesco listened.

Tesco has committed to a GDA based approach that is consistent across all food, and where nutritional information is interpreted on a per portion basis, not per 100g, Tesco has also committed to integrating labelling throughout its business, thereby making it a relevant and informative tool for customers, suppliers and employees alike.

Here are eight examples of GDA labels influencing communications tactics:

1. All Tesco recipes now include GDA information for people who like to cook from scratch
2. In-store promotions now include guidance on how to use GDA labels
3. Press advertisements, even for indulgent treats like syrup sponge and chocolate pudding, clearly explain the role of GDA labels
4. GDA guidance is included in all online shopping facilities and online recipes
5. There is a lunchbox GDA toolkit, where parents can create a virtual lunch and understand the GDA scores for the meals they choose for their children
6. The online Healthy Living tracker offers a similar, but broader facility for adults
7. Product reformulation is guided by GDA scores: the products in the Tesco Healthy Living range have to adhere to GDA parameters to be considered for launch
8. Every Tesco menu in staff canteens carries GDA information about the meals on offer to employees

There is emerging evidence that this approach is not only creating new levels of shopper awareness about the nutrients in the food that people eat, but that, in some instances, people are actually changing the things that they buy. They may be shopping more healthily.

*"Tesco has committed to a GDA based approach that is consistent across all food, and where nutritional information is interpreted on a per portion basis, not per 100g, Tesco has also committed to integrating labelling throughout its business, thereby making it a relevant and informative tool for customers and employees alike."*

Sales of Tesco lower fat ready meals increased<sup>1</sup> when GDA signposts were added and out-sold higher alternatives by 7%.

Product	GDA % fat	GDA % sat fat	Sales
Salmon en croute	53	91	-29%
Pepper steak rosti bake	51	88	-26%
Vegetable curry	25	20	+33%

Sales of Tesco lower salt ready meals increased<sup>2</sup> when GDA signposts were added and out-sold higher alternatives by 10%

Product	GDA % salt	Sales
Finest Chilli Beef Noodle	63	-33%
Chicken and bacon pasta	58	-41%
Chicken Chasseur	18	+18%

Tesco is, along with the rest of the industry, on a journey. In its experience so far the GDA approach on the front of packaging has been effective in helping the company move in the right direction.

- Giving shoppers information they want in the style they prefer
- Encouraging brands to reformulate
- Acting as a tool for effective communications
- Starting to change the way people shop

**About Karen:** Karen has worked for Tesco in the Nutrition and Labelling arena for 21 years. She is responsible for all Nutrition and Labelling policy for food and non-food and has developed customer labelling and health initiatives such as Healthy Living, Gi, Nutritional Signposting, Free From and Guideline Daily Amounts. Karen's team manages the impacts of EU and UK Labelling Legislative developments for the business, ensures the implementing policies are communicated to the Business and that Tesco labels are compliant. Karen represents Tesco on many Government and Industry Working Groups.

To find out more go to: [www.tescopl.com/plc](http://www.tescopl.com/plc)

#### References

1. Weekly sales 8 weeks before and 8 weeks after GDA signposts were added, Tesco Clubcard data, April 2006
2. Weekly sales 8 weeks before and 8 weeks after GDA signposts were added, Tesco Clubcard data, April 2006

# THE NEWSPAPER'S STORY

LINDSAY FARRAR, AD PLANNING MANAGER, MIRROR GROUP



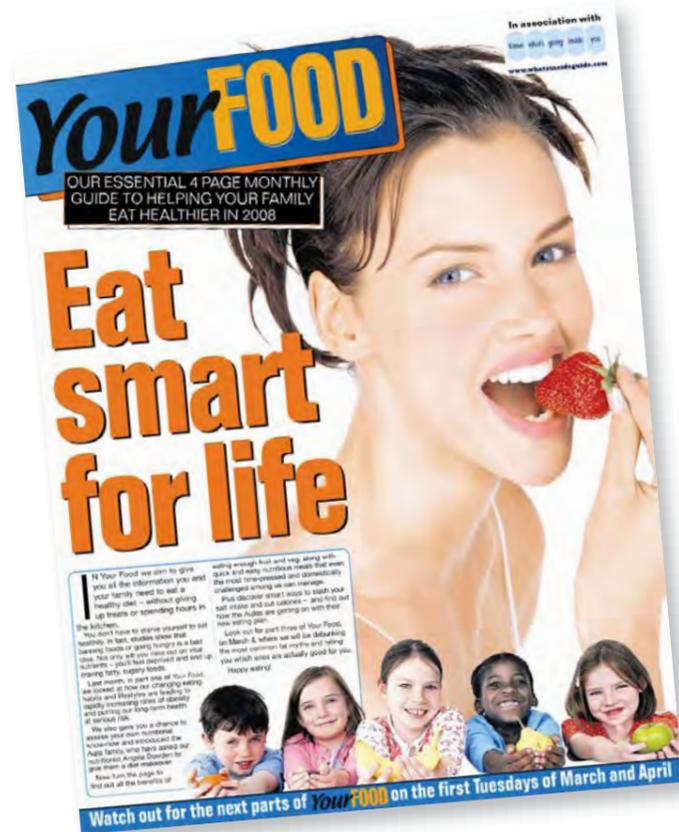
For generations the Daily Mirror has been associated with reporting and campaigning on issues which matter to society, successfully connecting with millions of readers every day.

With 85% of readers<sup>1</sup> being in the C1/C2/D/E social groups, the paper can rightly lay claim to being able to take the public's pulse on issues that really matter to them.

Through its own reader surveys over half<sup>2</sup> of readers stated that they wanted to eat more healthily this year. Consequently, the Mirror entered into a commercial partnership with the Food and Drink Federation in educating readers to make sensible, practical and relevant choices.

To engage Mirror readers, the GDA team built an integrated campaign in print and online following the format of our established Your Life section in the Mirror.

*“People need to know they can eat some of the foods they enjoy but still have a balanced diet: clear labelling helps them do that more easily.”*



The campaign under the banner 'Your Food' provided concentrated, engaging, useful and inspiring articles, features and advertisements over a 13-week period. Using what they knew to be our readers' favourite meals and major health concerns they were able to focus the creative message to best effect and weave in relevant GDA facts.

Alison Phillips, Associate Editor of the Daily Mirror said “Trying to give their families a balanced, healthy diet on a realistic budget is a massive issue for Daily Mirror readers. What we wanted to achieve with Your Food was to give our readers the tools to make sensible, practical – and most of all personal – choices about how they can live more healthily.”

This approach generated some of the best campaign results Mirror Group has seen. 95% of readers were aware of the GDA labelling scheme and 83% understood how to use them – a shift of 15%.

	Before	After	+/-
Awareness of term GDA	76%	83%	+9%
Understanding of term GDA	72%	83%	+15%
Awareness of GDA label	91%	95%	+4%
Use of GDA label	55%	74%	+35%
Quite/very easy to understand GDA labels	84%	92%	+10%
Quite/very useful information on the label	79%	83%	+5%
Can get the information quite/very quickly	82%	88%	+7%
Would like to see labels on more products	84%	88%	+5%

The Daily Mirror Nutritionist, Angela Dowden (writer of 'Your Food') said “People need to know they can eat some of the foods they enjoy but still have a balanced diet: clear labelling helps them do that more easily.”

The results of this campaign go some way to proving that food labelling is now mass-market news. The team that worked on this project hopes that this editorial platform can continue to provide the right environment for other food clients.

**About Lindsay:** Lindsay Farrar is the Ad Planning manager at Mirror Group and has responsibility for all advertiser-facing research projects. Lindsay also runs the 5000-strong reader panel. Before joining the Mirror in 2006, she was at CBS Outdoor (formerly Viacom). Mirror Group's reader panel is used for campaign evaluation and to generate insight into readers' views on a range of subjects.

To find out more go to: [www.mirror.co.uk](http://www.mirror.co.uk)  
For the full survey results visit [www.fdf.org.uk/GDAs](http://www.fdf.org.uk/GDAs)

**References**

1. 85% C1/C2/D/E Source: Mirror Big Question Survey 2008
2. 54% plan to eat more healthily. Source: Mirror Big Question Survey 2008



# THE POLITICIAN'S STORY

**PHILIP BUSHILL-MATTHEWS, MEP FOR WEST MIDLANDS,  
LEADER OF THE UK CONSERVATIVE DELEGATION**



*British manufacturers and retailers are leading the way in the field of food labelling. UK consumers' understanding of GDAs and their advised energy intake has been shown to influence their food purchasing decisions which should lead in the longer term to a healthier, less obese population. This is an excellent achievement and the industry together with health professionals should congratulate themselves on their important contribution.*

Here in the EU we are catching up and are currently engaged in an impassioned debate about how best to face the common challenges of improving public health while providing a realistic legal framework to producers and manufacturers across Europe and sending European consumers a clear message.

The European debate centres on what system will be most effective whether this be mandatory front of pack labelling, colour-coded or interpretative, based on

*"To me what is important is that whatever decision is made it should be evidence-based: that it is understood by consumers and can encourage them to make healthier, more informed choices".*

**In January 2008, the European Commission published proposals for an EU Food Information Regulation which included proposals for mandatory European-wide nutrition labelling of food and drink products based on approach that is similar to the Guideline Daily Amount scheme developed in the UK. Negotiations on this dossier are now underway in both the European Parliament and the European Council.**

GDAs, portion size or 100g. To me what is important is that whatever decision is made it should be evidence-based: that it is understood by consumers and can encourage them to make healthier, more informed choices. Consumers travel and shop all over Europe but this does not mean they want to compromise their healthy eating when they do. In the same way manufacturers and retailers hoping to compete in the common market need to work with one set of rules that apply across the 27 member states.

The trick will be to establish rules that are simple and clear – and in this respect the UK is seen to have been leading the way.

To find out more go to: <http://www.torymeps.com/content/philipbushillmatthews.htm>

# THE GDA CAMPAIGN

**DR JANE HOLDSWORTH, SPONSUS LTD**



*The GDA Campaign has been active since 2006 and has been directed by Dr Jane Holdsworth of Sponsus Ltd on behalf of the GDA supporting companies of the FDF.*

The aim of the campaign has been to encourage companies to include clear, consistent, GDA labelling on front of food and drink packs and to use consumer marketing techniques to encourage consumers to use these labels to help them make informed choices about the food and drink products they purchase.

**About Jane:** After gaining a PhD in Biochemistry, Jane joined Rowntree plc, starting a 20-year career in the Food Industry. She spent 10 years in New Zealand, working mainly for the New Zealand Dairy sector in technical and marketing roles before returning to the UK to join Anchor Foods UK as Global Category Director. In 2000, Jane founded Sponsus Ltd – a small independent consultancy and has worked with a wide range of food industry clients including Cadbury, Dairy Crest, Danone, Kellogg, Kraft, Nestlé, Nutricia, PepsiCo & St Ivel on projects spanning new product development, marketing, corporate affairs and promotions. She offers a blend of marketing expertise underpinned with a strong technical and nutritional understanding.



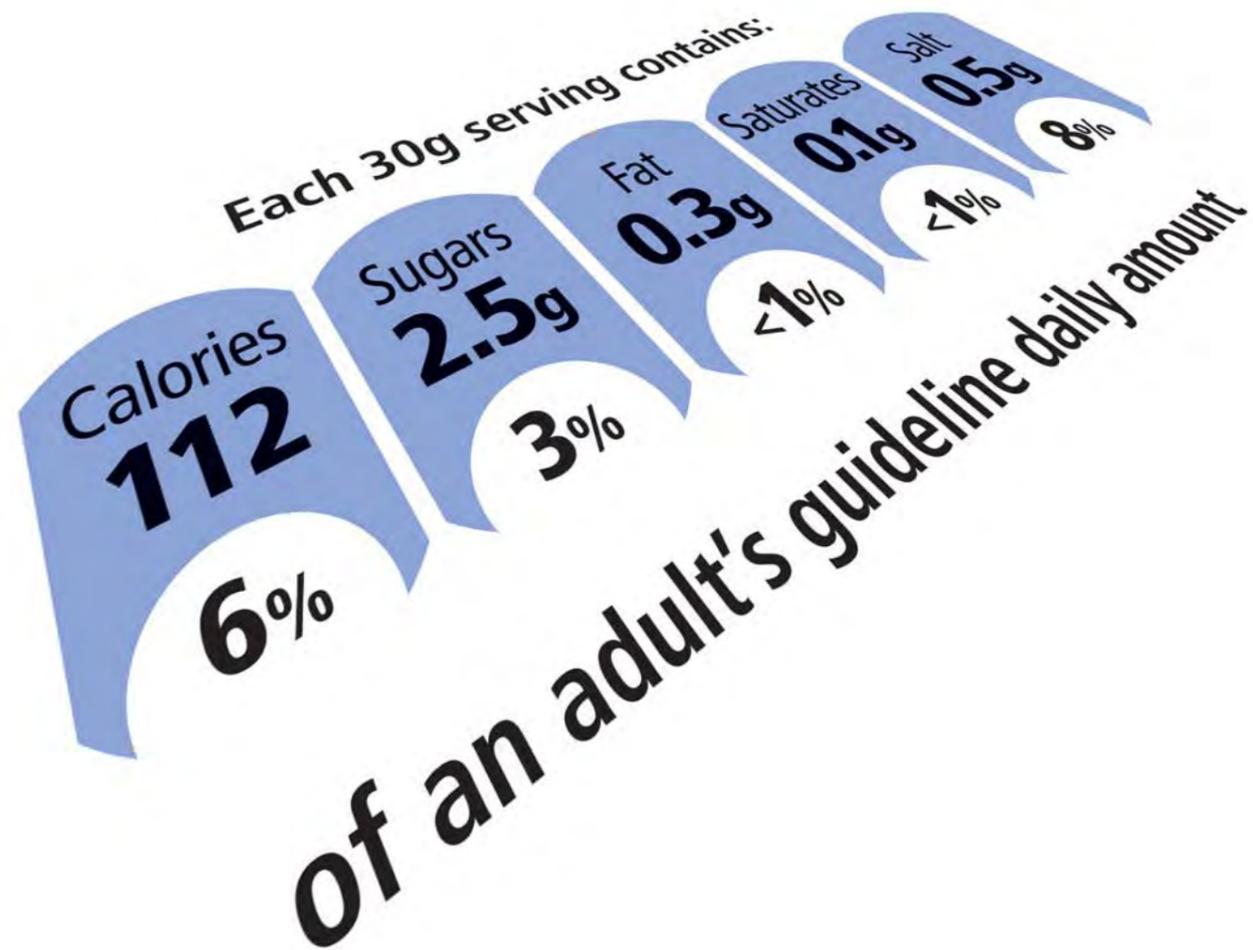
# APPENDICES

## Key facts and figures

- To date, **72** manufactures including eight retailers have now introduced easily recognisable GDA icon labels
- GDA labels are available on the front of packs of **over 20,000** product lines – 50% of UK food and drink retail packs
- 83%** of consumers are aware of the GDA labels<sup>1</sup>
- 82%** would like to see them on even more products<sup>1</sup>
- 68%** can accurately say what GDA means<sup>1</sup>
- 63%** now claim to have used GDA labels<sup>1</sup>

### Reference

1. Millward Brown Computer Aided Self-completion Interview process (CASI) of 500 nationally representative adults aged 18+ during 3rd September – 1 October 2007 and 17th March – 8th April 2008



## Adopters

To date there are 72 companies in the UK market using Front of Pack GDA Labelling: (six retailers, three foodservice, two convenience store chains and 61 manufacturing companies)

- |                                |                           |                             |
|--------------------------------|---------------------------|-----------------------------|
| • Aarhuskarlshamn UK           | • General Mills           | • PepsiCo                   |
| • A G Barr plc                 | • Gerber                  | • Premier                   |
| • Albert Bartlett              | • GlaxoSmithKline         | • Pro Pack Foods            |
| • Aldi                         | • Golden Wonder           | • R & R Ice Cream           |
| • Apetito                      | • Honey Monster Foods     | • Raynor Foods              |
| • Associated British Foods plc | • Hormel Foods            | • Ricola Shloer             |
| • Berry World                  | • Intersnack UK           | • So-Good                   |
| • Bird's Eye                   | • Kestrel Foods           | • Somerfield                |
| • Bokomo Foods                 | • Kellogg's               | • Spar                      |
| • Brakes Food Service          | • Kinnerton Confectionery | • Stuik                     |
| • Brioche Pasquier UK          | • Kraft Foods UK          | • Tate & Lyle plc           |
| • Britvic                      | • Liberation Foods        | • Tesco                     |
| • Burtons Foods                | • Lidl                    | • The Food Doctor           |
| • Cadbury                      | • Mars UK                 | • The Real Potato Company   |
| • Calypso                      | • McNeil Nutritionals     | • The Speldhurst Sausage Co |
| • Carrs Foods Int.             | • Morrisons               | • Trimlyne                  |
| • Coca-Cola                    | • Nestlé                  | • Tunnocks                  |
| • Danone                       | • Netto                   | • Tryton Foods              |
| • Discovery Foods              | • Nichols                 | • Unilever UK               |
| • Dorset Cereals               | • Nisa-Today              | • Villa Soft Drinks         |
| • Dr Oetker                    | • Northern Foods          | • Westler Foods             |
| • Evron Foods                  | • Novotel Hotels          | • Warburtons                |
| • Findus                       | • O P Chocolate           | • Woodwin Catering          |
| • Fresh Retail                 | • Pataks                  |                             |

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[www.fdf.org.uk/GDAs](http://www.fdf.org.uk/GDAs)

[www.whatsinsideguide.com](http://www.whatsinsideguide.com)